

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

Push
any
button...

... for creative, people-reaching,
product-selling radio in these
six great radio markets.

*Where there's a Storz Station ...
there's audience.*

THE RADIO/TV OUTLOOK: UP 9% IN BILLINGS

Economist Richard P. Doherty predicts air media share of total ads will rise 20.2%

Page 23

Northwest kicks off its biggest radio campaign

Page 26

Why 1961 was LeRoy Collins' 'jungle year'

Page 28

They're the tops (on the West Coast)

Page 30




The Storz Stations 1962 Radio for 1962 Selling

Todd Storz, President Home Office: Miami Beach

WDGY, WHB, KOMA, WQAM, KXOK represented by John Blair & Co.

WTIX represented by Robert Eastman



SURVIVE!!

Crowded, close, compact . . . Providence . . .

where a mass population has been awakened to the dangers of nuclear fallout by a full-size fallout shelter built by WJAR-TV on the Downtown Providence Mall. Here is community responsibility with a creative flair brought home to a market noteworthy for both its **density*** and its response.



ARB 1960 TV Homes

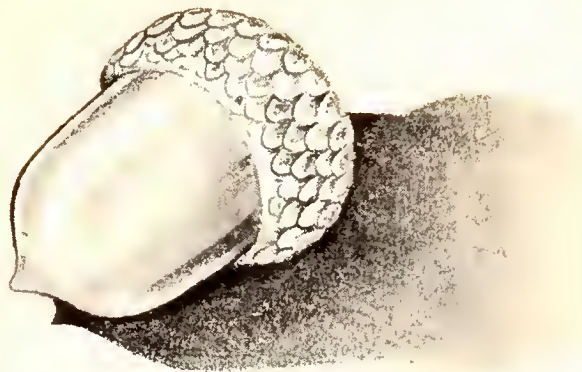
WJAR-TV

AFFILIATED WITH WJAR RADIO

NBC · ABC

Represented by

Edward Petry & Co. Inc.



the shell of the nut covers the meat...

Doesn't over cover it. Doesn't undercover it.
Covers it just right.

There's a moral here for broadcasters.

Some ad publications claim from 30,000 to 60,000 readers. At most, we estimate there are perhaps 7,000 to 8,000 who might have some influence on a spot or network buy.

Why pay for a coconut to cover an acorn?

To cover the people who buy time — nothing does it like a broadcast book.

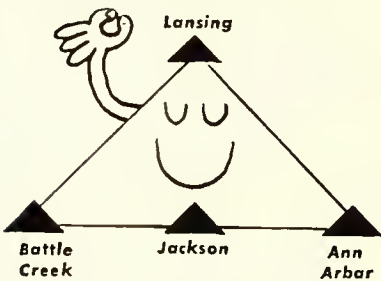
SPONSOR

sells the team that buys the time

Not a square TV viewer in the whole MID-MICHIGAN market . .

WILX-TV

has triangle TV viewers . . .



Look at this MID-MICHIGAN

DRUG BONANZA

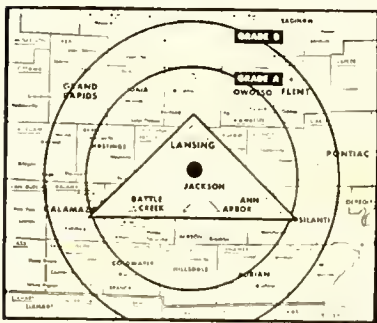
DRUG SALES in the four metropolitan area cities total:

LANSING	\$13,866,000.00
Ann Arbor	9,443,000.00
Battle Creek	7,312,000.00
Jackson	7,156,000.00

TOTAL: \$37,777,000.00*

*Figures from SALES MANAGEMENT 5BP Issue.

WILX-TV delivers Grade A coverage to all four Mid-Michigan metro markets. This combined Mid-Michigan drug market ranks 32nd in national sales.



Here's the real Mid-Michigan buy . . . Lansing, Jackson, Battle Creek and Ann Arbor. Full Time NBC. Tower: 1008' Power: 316,000 watts.

WILX-TV

LANSING/JACKSON

Represented by VERNARD, RANTOUL & McCONNELL, Inc.

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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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Announcing a NEW series of

the third man

**THE THIRD MAN
RATES FIRST!**

TOP-RATED 1/2 HOUR IN AMERICA'S
TOUGHEST MARKET!

28.9

ARBITRON: New York Aug. 6-12

35.5 Schenectady 35.1 Sioux City
54.2 Tallahassee 41.9 Montgomery
36.7 Greenville N. C.

WITH MANY MORE
TOP RATINGS!

38 ALL NEW THIRD MAN PRODUCTIONS

The new action packed series starts January 1, starring Michael Rennie as the witty, wily Harry Lime, and Jonathan Harris as his comrade-in-adventure, Bradford Webster. The same audience-proved format of mystery and intrigue that has made The Third Man a top-ranking show will continue. But audiences will find the new series even faster moving—more thrilling—than ever before.

Budweiser has renewed its sponsorship of this explosive half-hour of international adventure in 80 markets. All other markets, including the entire West Coast, are still open . . . so act now!



call
NTA
for availabilities

Offices:

New York, New York
10 Columbus Circle
JUdson 2-7300

Chicago, Illinois
612 N. Michigan Ave.
MICHigan 2-5561

Beverly Hills, California
8530 Wilshire Blvd.
OLEander 5-7701

St. Louis, Missouri
915 Olive St.
CENTral 1-6056



**REMEMBER
WHEN ?**

Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available only to a comparative few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.



Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

1 January 1962

SPONSOR-WEEK

WATSON CHAIRMAN, PURDON PRESIDENT IN KUDNER BUILD-UP

Robert M. Watson will succeed the retiring C. M. Rohrbaugh as chairman of the board of Kudner Agency, and Roger A. Purdon leaves McCann-Erickson to become president of Kudner, effective 2 January.

Watson is executive v.p. and will now become chief executive officer of the agency. Purdon is senior v.p. and creative director of McC-E.

Before joining Kudner in 1959 as senior v.p., Watson was chairman of the board of EWR&R, and before

that was president of Ruthrauff & Ryan. In 1959 he also became executive v.p. of Kudner. This week he

becomes chairman of the board and chief executive officer.

Purdon, as senior v.p. and creative director of McC-E, was in charge of all New York creative work. He

was previously v.p. and creative director of Bryan Houston and still earlier served with Y & R, K & E, Lord & Thomas, and H. W. Weintraub.

Rohrbaugh will continue to serve as a consultant.



Roger A. Purdon

FCC checking home anti-tape device

The FCC was caught with its rulebooks down last week on an unusual engineering matter.

KTOD-AM-FM, Corpus Christi announced on its own that in broadcasting a tape of the Pablo Casals White House concert, it used a new electronic device to defeat home recording equipment.

An FCC spokesman said the commission would look into the situation. The new device would be illegal if it interfered with reception, but apparently it can't be detected by ear. Should it only defeat home off-the-air tape recorders, it would hit a common practice which is small-scale piracy anyway.

AMF \$200,000 daytime for women's bowling

AMF (C&W) has started a two-network daytime tv campaign to interest women in bowling during the day. The advertiser bought 32 minutes on CBS TV as part of the morning minute plan, starting 29 January.

The bowling manufacturer also bought a similar schedule on ABC TV.

Estimated expenditure is \$200,000, split two-ways.

The importance of the buy is that it marks AMF's beginning of an effort to attract more women to the bowling alleys during the day when facilities are less crowded.

HOWARD K. SMITH TO ABC NEWS IN FEB.

ABC TV has now given evidence that it is bent on studding its news staff with major camera names.

The network announced last week that Howard K. Smith, former CBS TV shining light, will come with it in February.

Smith will be sponsored weekly for a half-hour at 7:30 p.m. Wednesdays. The advertiser is Nationwide Insurance (Ben Sackheim).

The Steve Allen Show just vacated the 7:30-8:30 Wednesday hour. Smith will occupy the first part and Straight-Away, moved from Friday, will occupy the second half hour.

Nationwide used Smith previously on CBS Radio in a public affairs special.

IN A NUTSHELL . . .

- AMF (C&W) \$200,000 in daytime tv for women's bowling
- ASCAP-TV stations hearing on music license set for 14 February
- WATSON becomes chairman and Purdon president of Kudner Agency
- B&B issues long-range economic study of U. S. consumer trends
- HOWARD K. SMITH to ABC TV for Wednesday news show starting Feb.
- CONWAY named general manager of Storer's WIBG, Philadelphia

ASCAP-TV STATIONS HEARING 14 FEB.

The hearing in court of the tv stations-ASCAP matter is set for 14 February, but stations will still have the rights to use music after the expiration of contracts, 31 December 1961.

The All-Industry Television Station Music License Committee had its show cause petition heard 20 December in New York at the United States District Court. The full hearing and trial will be held next month before the same court.

Judge Ryan suggested that present arrangements continue until a new decision is reached. Then retroactive adjustments can be made as needed.

The AITSMMLC, representing 300 tv stations, had filed its petition 18 December after two months of unsuccessful negotiations with ASCAP.

Back in October, the tv station committee asked for licenses for all music with the exception of network and pre-recorded programs. "We believe that ASCAP is required to offer us such a license," stated Hamilton Shea, chairman of the stations' negotiating committee. (Shea is president and general manager of WSVA-TV, Harrisonburg.)

Shea stated that the stations had applied to the United States District Court under the Consent Decree of 14 March 1950 when it became evident that the stations and ASCAP would not come to an agreement before the end of December, when existing licenses expired.

ABC's Pauley sees new radio identity

In 1961 radio achieved a new identity and became a telephone rather than a broadcast receiver, notes Robert R. Pauley, president of the ABC Radio network.

"Conversational radio has become more popular than ever before," he stated, adding that ABC is not alone

with this new role.

"Radio's realization that it has become the one truly intimate medium has had a marked effect on news, as well as entertainment coverage. An example of this would be the tremendous increase in the number of 'remotes' in 1961 compared to 1960, stated Pauley.

Underbudgeting tv hurts radio—KBS

When tv budgets are underestimated the inevitable sufferer is radio, because that's where the cut is made to even out the shortage. So contends E. R. Peterson, senior v.p. of Keystone Broadcasting System, in a new radio sales presentation asking a constant if minor role for the medium.

"The more you're in tv," says Peterson, "the more it costs. And agencies too often don't allow for the tv variation on Parkinson's Law (that all of the available money will be absorbed), which means simply that when the budgets for tv have been underestimated the difference is made up by yanking the slim money allotted to radio."

Peterson points out that if advertisers set aside just 5% of their tv budget as radio "insurance," a \$5 million spender could put \$250,000 into radio, which could deliver commercials "every day of the year on all of KBS's 1,125 stations and reach at least 20% of all U. S. radio homes.

Conway named manager of Storer WIBG, Phila.

Joseph T. Conway has been appointed general manager of WIBG Philadelphia, a Storer station.

He was national radio sales manager of Storer in New York. A native of Philadelphia, Conway has already spent a great part of his broadcasting career at WIBG, where he was local salesman and national sales manager.

9 STATIONS JOIN TAC FILM CO-OP

There are now at least nine stations which subscribe to or will produce for TAC, the station production co-op and clearing house started last year by Trans-Lux Tv.

Three subscribing stations are KCRA-TV, Sacramento; WFLA-TV, St. Petersburg, and WFBM-TV, Indianapolis. Six stations which belong as producers are KOMO-TV, Seattle; WBNS-TV, Columbus; KFMB-TV, San Diego; WTVJ, Miami; KBTB, Denver, and WBKB-TV, Chicago.

So far only special shows are available but TAC is looking for series to handle. Fees, which are confidential, vary from city to city depending on size, but the maximum is \$20,000 a year and the minimum \$1,750 for one year's subscription, entitling the station to complete use of programs available.

Goodyear renews on CATVN for 52 weeks

Goodyear Tire & Rubber Company, one of the first advertisers on the Central American Tv Network, has renewed its schedules for an additional 52 weeks.

Goodyear will sponsor King of Diamonds on six CATVN stations. It previously sponsored Man and the Challenge on five stations before the Panama outlet was added.

Denninger leaves Blair-Tv and Gerken returns

Jack Denninger, v.p. of Blair-Tv for seven years has resigned to form his own financial company.

At the same time Richard Gerken will return to Blair on the New York sales staff. He is Eastern Sales Manager of Metropolitan Broadcasting, and is concurrently president and general manager of WHIM Providence, and v.p. of KGIL, Los Angeles.

Before leaving Blair in 1954 Gerken had been on the New York staff of John Blair & Company since 1946.



The Future of Your Business

MAY DEPEND UPON HIS EDUCATION

The young mind which today discovers an old principle may someday reveal a new one capable of revolutionizing your business and creating undreamed of growth. But this is possible only if he gets the finest education we can offer.

By the time today's youngsters are ready for college, business and industrial technology will be even more complicated and will require many more trained specialists. To fill this order we must provide our young people with the best possible college educations.

Unfortunately many colleges are already overcrowded. In ten years applications are expected to double. We will need more and better college classrooms and libraries, more efficient college laboratories, and additional top-quality professors. *You can help assure your own future by helping the college of your choice.*

If you want to know what the college crisis means to you, write for a free booklet, "OPEN WIDE THE COLLEGE DOOR," to Higher Education, Box 36, Times Square Station, New York 36, N.Y.



Published as a public service
in cooperation with The Advertising Council and
the Council for Financial Aid to Education



BELL TO ATS AS PROMOTION DIRECTOR

Alan J. Bell joins Advertising Time Sales today as director of promotion and advertising for both radio and television.

Bell had been with Peters, Griffin, Woodward, since 1957. A graduate



Alan J. Bell

of Harvard College and the Boston Latin School, Bell was with WORL, Boston, and during military service, assigned to radio-tv staff duties in the Pentagon

and tv and motion picture work at the Army Pictorial Center in New York City.

Western silents back—with sound

Western "chapters" of the movies of 35 years ago are returning—with sound—to tv. A group of around 150, produced about 1925 and financed by Joseph P. Kennedy, the President's father, are being distributed by MGM-TV under the name "Billy Bang Bang." The producer was a predecessor of RKO and the star was Bob Custer, known as Bronco Bob.

Music and comment by children have been added. Producer of the tv version is Screen Features, Inc.

Tuck Tape renews NBC TV participations

Tuck Tape (Product Services, Inc.) has renewed its participations on Jack Paar and Today on NBC TV for third year.

The campaign will be largely for new products. One of the first advertisers on Paar, Tuck Tape was introduced in 1959 and credits these tv participations for its present market share and dealer set-up.

Tuck will also use tv spot in selected markets in 1962.

Guides to fm: a growing business

Fm's argument that it has a higher caliber audience has led publishers to assume they listen more carefully and would pay for special fm programing guides.

Individual stations, such as WFMT, Chicago and its 20,000 guide subscribers, now face competition from publishers who serve an entire area. A second Chicago publication lists all the other fm stations there.

By the end of 1962 fm guides are expected in about 25 cities. There are magazines available or almost so in New York, Philadelphia, Boston, Minneapolis, and Atlanta.

One starting this month in San Francisco is Bay Fm and Cultural Guide, published by Graphic Arts of Marin. Newsstand price is fifty cents for a monthly issue.

NBC: WE'RE 22% AHEAD

NBC's counterbarrage to ABC regarding the latter's claim that it's a close race on tv ratings is that the week cited, 10 December, was freakish in being the only one of the last 13 in which NBC didn't have at least a full point advantage in the all-week average over any competitor.

Says NBC, look at 17 December's 24 market Nielsen, which gives NBC TV 20.3, ABC TV 16.7, and CBS TV 16.1, advantages of 22% and 26%, respectively, over the entire prime time week, averaged from 7:30-11 p.m. seven nights with 7-7:30 p.m. in addition on Sunday.

NBC's claim for supremacy is also based on top ten and time period figures. It reports it has six of the top ten shows, compared to three for CBS and one for ABC. And in the 50 half-hours a week measured, NBC claims its leads in 26, compared to 13 for ABC and 11 for CBS.

B&B LONG-RANGE CONSUMER SURVEY

Consumer expenditures for goods and services per household were about \$6,200 in 1961, compared to \$1,800 in 1940, according to a long range economic study prepared by Benton & Bowles.

The B&B study also projected a figure for 1970: \$8,600.

The gross national product in dollars has expanded five times as fast as population since 1946, representing a two fold expansion of purchasing power. This trend is expected to produce \$700 billion by 1970.

The study, entitled "The U. S. Economy in Long-Range Perspective," was prepared primarily from data published by the U. S. Department of Commerce.

Recessions have become shorter and shorter, dropping from 18 months in 1945-48 to 12 months in 1957-58 and nine months in 1960-61.

The survey also reported these findings: Since 1941 consumer expenditures have increased 336% while expenditures for services rose 367%. Since 1953 expenditures rose 74% for services, 50% for durable goods, and 32% for non-durable goods. In the stock market, although prices are higher in relation to GNP than at any time since 1945, the inflationary spiral of the 1920's is not being repeated. Both employment and unemployment are increasing, but for the last three years the amount of unemployment has been stabilized at about 6-7%. In 1960 Federal wages of all kinds were \$49 billion (\$39 billion to civilians), greater than all private wages in 1941; during 1960 private wages were \$224 billion. Advertising has actually declined in relation to consumer expenditures since 1919, 3.8% to 3.5%, but the actual amount has gone up five-fold, from \$2.3 billion to \$11.6 billion.

The study, which also contains 20 charts and analyses, is based on the

(Continued on page 46, col. 1)

Commercial commentary

Industry oratory in 1962

If 1961 was typical, I can expect to listen to at least 100 speeches on advertising, tv, and radio subjects in the next 52 weeks, and to read some 200 others. It's a pretty depressing prospect.

Perhaps I feel particularly gloomy about all this because it is part of my job to keep reasonably well up on the spate of industry oratory which erupts at ANA, NAB, 4A, NBC, CBS, ABC, TvB, AFA, FCC, RTES, RAB, and other trade meetings.

But I am sure that most of you have suffered as deeply as I have (though perhaps not as often) over the dullness, dreariness, and incoherencies of many of our industry speechifiers.

Ours is probably the talkingest business the world has ever known. We orate at the drop of an invite.

But for guys who pride ourselves on being "communicators" our speeches are often amazingly obscure and peculiarly inept.

I have in my office a huge stack of talks delivered during 1961 by such luminaries as Frank Stanton, Robert Sarnoff, Fax Cone, Norman Strouse, LeRoy Collins, Newton Minow, Marion Harper, Bill Lewis, Henry Schachte, Roy Larsen, and many, many others. And, without intending any disrespect, I think that nearly every one of them could have been vastly improved.

As a matter of fact, I can't imagine a more worthwhile New Year's resolution, a more productive project, than a determination to raise the level of industry oratory in 1962.

Why is so much of it so lousy?

Five grievous oratorical errors

I don't think that you can blame it on the fact that some of our speakers (Newton Minow, for example) are not blessed with a particularly felicitous platform style or delivery.

Nor on the fact, shameful as it is, that so many speeches are ghost-written. (Why are the ghosts so dreadful?)

Nor on the practice of having everyone and his baby brother review a speech before it is given. (I have heard that a recent talk by a prominent network leader had to be checked by "everyone in the shop making over \$25,000.")

None of these things contributes, of course, to a polished forensic performance. But none is the root of the trouble.

As a somewhat jaded connoisseur of industry oratory, it is my positive conviction that fully 90% of our speakers fall, fully 90% of the time, into one of five grievous errors.

These are in order 1) the Essay Error, 2) The Self-Expression Error, 3) the Omnibus Error, 4) the Home-and-Mother Error, and 5) the Error of the Undefined Purpose.

(Please turn to page 53)



SPONSOR

shortest

distance

between

buyer

and

seller



**SEVEN ARTS
ASSOCIATED
CORP.**

**SEVEN ARTS' "FILMS OF THE 50's"
MONEY MAKERS OF THE 60's**

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of
the 50's" see Third Cover SRDS (Spot TV Rates and Data)

VOLUME 3 WARNERS' "FILMS OF THE FIFTIES"



NOW AVAILABLE FROM SEVEN ARTS

17.9

(ABC-TV)

17.9

(Net Y)

17.9

(Net Z)

Tie, we win.

Nielsen, as though displaying seasonal good will toward all networks, came up with a dead heat for the last week of its first December report.*

Significantly, these statistical sentiments were expressed where they carry the most significance—the 50-market areas where the offerings of *all* 3 networks can be seen (or not, as the viewers choose).

Tie, we win? Yes, we win with *Ben Casey*, top new show of the season. We win with such time-period winners as *Naked City*, *The Flintstones*, *Bachelor Father*, *Hawaiian Eye*, *Rifleman*, *77 Sunset Strip*, *Target: The Corruptors*, *Margie*, and the very special *Yves Montand on Broadway*.

Well, Gentlemen, that ties it off for the first quarter of the 1961-62 season.

Now, let's see who breaks the tie.

ABC Television

*Source: Nielsen TV Index 50 Market Ratings—Week ending Dec. 3rd, 1961. Average audience of common commercial time periods, Monday thru Sunday, 7:30 to 11 PM.

SPONSOR-SCOPE

1 JANUARY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

SPONSOR-SCOPE last week went on its annual mission of seeking coming-year predictions from trade knowledgeable and found many of the crystal-ballers deeply conscious of one focal point, namely, Washington.

And by Washington they meant the FCC and the repercussions its various probings and directives could have on the economic structure of tv and the relationship of the advertising field to the tv industry. To wit, Newton Minow would continue to keep the industry on pins and needles.

Among the other arresting forecasts and expectations were these:

- The general business weather presages a probable record in retail and automotive sales for at least the first six months, with advertising faring nicely from the upsurge.

- A sharpening trend will be that of heretofore national brands pulling in their horns and being content to dominate in selected regions where the brand has the best opportunity.

- The tv networks will continue to pressure affiliates to share the risks of doing business, which, some say, would be tantamount to a reduction in station compensation.

- The transition toward minute participations, both day and night, on the tv networks will become more pronounced than ever in 1962. Perhaps making it imperative is this: there's far more brand buying than corporate buying.

- The big advertiser will find it increasingly difficult to get product protection for the full diversity of his line. The networks will exert this limitation for two reasons: (1) self-interests; (2) making it easier for affiliates to take care of competitive chainbreak customers.

- Selective spot tv will step up its counter-attack against network tv's weaning away spot perennials with minute participation plans, like widening local guaranteed time opportunities a la Katz-Ziv-UA's Trailblazer concept.

- Selective spot tv will also take the route of making its sales presentations at high executive levels and of selling itself as a primary medium, instead of something to use to support a network schedule.

- Back-to-back 20's in nighttime chainbreaks came in for quicker acceptance than had been anticipated and this may portend a trend back to the shorter commercials.

- If it hadn't been for the summer drag, 1961 would have been a sock year for spot tv; hence, rep business developers may be expected to hit much harder in their effort to fill this particular valley.

A good 1962 omen for spot radio: it's been adopted into Kayser-Roth's Supp-Hose (Daniel & Charles) media family to the tune of around 40 markets, at the rate of 20 spots a week over six alternate weeks and starting 5 February.

Up to now Supp-Hose's air media involvement has been limited to spot tv and network tv (Paar), with an expenditure up around the \$4 million mark.

What gives the entry into radio a special flavor: Supp-Hose's good-will target on the retailing end is department stores and specialty shops.

A product which is closely related to weather and might make a nationwide source of business for local weather report programs is portable electric humidifiers.

Already testing the affinity (on WBKB, Chicago) is Burgess Vibrocrafters, which is marketing its own humidifier through the Olian & Bronner agency.

Burgess requires that the weathercaster do the commercial.

The holiday week turned out anything but a doldrum for new national spot tv business.

Among the questing and buying out of New York:

Fels Naphtha and **Instant Fels** (Manoff), daytime minutes and 20's, 20 weeks or longer, starting 29 January—this in addition to network; **Swainsdown bread mix** (Y&R), six weeks, fringe minutes, 20's, starting 29 January; **Dorothy Gray** (McCann-Erickson), four weeks, prime I.D.'s, 5 January; **American Chicle** (Bates), night minutes, 13 weeks, 3 January; **Block Drug** (DCS&S) for **Green Mint mouthwash**, 13 weeks.

In the midwest:

Campbell's Franco-American (Leo Burnett) for various products, 50 markets; **Green Giant** (Burnett); **Schlitz** (Burnett).

The past year accounted for the migration of some huge ad budgets (Texaco's \$18 million and Tide's \$11 million, just to mention a couple), but the greater relevancy is how the agencies affected balanced out at year's end.

Here's how it looked for several of the top-rank agencies after accounts gained and accounts lost were put through the summing-up traces by SPONSOR-SCOPE:

AGENCY	TOTAL NEW ACCOUNTS	TOTAL LOST ACCOUNTS	BALANCE
J. Walter Thompson	\$42,000,000	\$ 8,000,000	+\$34,000,000
Benton & Bowles	22,000,000	11,000,000	+ 11,000,000
Compton	16,000,000	9,500,000	+ 6,500,000
McCann-Erickson	5,000,000	26,000,000	- 21,000,000
BBDO	2,000,000	9,500,000	- 7,500,000

JWT's bigger acquisitions: Liggett & Myers, \$25,000,000; Lever Bros., \$8,000,000; Rheingold, \$5,000,000; Pittsburgh Plate, \$2,500,000. Schlitz (\$3,500,000) and Elgin (\$2,500,000) were among those that vamoosed.

Compton's big strike: Tide. Main loss: Mobil (\$6,000,000), which moved over to Bates.

D-F-S's hard rap was the exit of the L&M brand to JWT, which added \$8-9,000,000 to JWT's haul from the cigarette giant.

JWT is the latest agency to set up a separate subsidiary to handle its programming and commercial-making operations.

It's mostly for **bookkeeping purposes**, particularly in the handling of taxes and relations with the talent unions.

The JWT subsidiary—something comparable to Interpublic's M-E Productions—will do **all the contract signing** for talent and wholly controlled programs and **assume the responsibility** for handling, among other things, withholding taxes and residual payments to unions like SAG and AFTRA.

Considering the fact that tv didn't get into bigtime programing until about 10 years ago, the average tv home has had more years of tv exposure than you might think. That average is 8.4 years.

This figure goes to show, if you don't mind looking back, that when the worthwhile programing started to roll, the **set prospects were right there** ready to shell out in massive profusion for tv-advertised goods.

The following chart just composed by Nielsen provides a titillating retrospect on the growth of the tv homes and average length of usage.

	1956	1958	1960	1961
All homes	49,300,000	51,100,000	52,000,000	53,100,000
Tv homes	38,000,000	43,500,000	45,200,000	46,900,000
Tv penetration	77%	85%	87%	88%
Avg. yrs. set use	4.5	5.9	7.7	8.4

Shrewd analysts of the tv industry argue that the FCC sooner or later will have to face up to some serious paradoxes which some of its own pressures have begun to pose, particularly in the area of network-affiliate relations.

These contradictions, in essence:

- If the networks are to respond to the commission's demand that they expand their public affairs and cultural services, then the networks, as they see it, **require ample chunks of their affiliates time** to make this economically feasible.
- If the FCC puts maximum pressure at the station level for an improvement of the local job, then the station must preempt the time optioned to the network. It thereby runs the risk of **weakening its position with the network and seriously affecting profits.**
- The stronger a station gets in terms of independence of action the greater the headache it becomes to **the economic well-being** of the network.

Observe these analysts: those with high-sounding proposals cannot blind themselves to the hard **economic complexities of an industry** that is without parallel in the multiplicity of its public functions.

If you take the LNA-BAR gross time billings as an index, daytime's share of tv network revenue in 1961 was about 3% bigger than in 1960.

The daytime ratio for the two years: 28% vs. 25%, at least for the initial nine months of each year.

The breakdown for the January-September span by network:

MONDAY-FRIDAY DAYTIME	1960	1961	CHANGE
ABC TV	\$ 19,200,000	\$ 24,900,000	+30%
CBS TV	57,000,000	54,000,000	- 5%
NBC TV	46,700,000	70,100,000	+50%
TOTAL	\$122,900,000	\$149,000,000	+21%

Ex-Lax (Warwick & Legler) has extended its NBC TV daytime commitment for 1962.

It amounts to three alternate quarter-hours a week, about \$700,000 in terms of gross billings.

The category itself in the way of ad expenditures is rather small, but it's intriguing to note that the macaroni-spaghetti-noodles category has been gradually nudging more and more tv dollars from spot into network tv.

The group in 1960 put around \$2.3 million into spot tv. The indications are that the contingent will show about a million less for 1961 in that medium.

Whatwith the two network tv medical series a focus of so much interest in the trade this season, it's interesting to note the progress they've been making along share-of-audience lines with each Nielsen report to date.

NTI PERIOD	BEN CASEY (ABC TV)	DR. KILDARE (NBC TV)
I October	(not on)	31%
II October	30%	31%
I November	38%	35%
II November	38%	37%
I December	40%	39%

As soon as the 4A's administrative committee gets around to giving its formal approval to the project, the SRA will distribute its booklet on the handling of film and tape commercials to stations, agencies, and reps.

The 4A's broadcast committee has already given its blessing to the guide.

Detroit-quartered reps report that Pontiac, which hasn't been quite generous even with network tv this season, is looking at spot tv with serious intent for early '62.

This GM division spent around \$300,000 in spot tv for the 1961 line.

Look for a major revolution in the electric shaver field, both mechanically and in marketing, the latter part of 1962.

Shaver merchandisers will tell you that any development creating excitement will be warmly welcomed, because this is one field whose sales haven't kept pace with population growth.

In fact, it's gone the other way, with this pertinent contrast: men's shavers have about held their own, while women's shavers have been in a slump.

The TvB has compiled for itself a sort of Bureau of Missing Advertisers which would serve as a target of sales effort, some of them long-range and others not.

What the TvB has in mind: luring these missing categories into the orbit of selling the public on their products and not merely the corporate image. Some of them would first have to be converted to consumer advertising and then to tv.

The roster includes copper companies, ethical drugs, casualty and life insurance companies, business machines, aircraft manufacturers (whose main objective would be to encourage more of the public—it's now around 15%—to travel by plane), hotel chains, cement and glass companies (aiming at home builders). Also a goodly number of trade associations that have a job to be done in acquainting the public with the part they play in the budget and economics of the American family.

There may be a mushrooming of brands in the powdered milk-flavoring field.

Favoring this category, particularly among the older kids, is the convenience factor, attested to by the rapid success, for instance, of Nestle's Quik.

Where much of the powdered competition may stem: the old-line makers of canned flavoring, who, at the same time, would go on offering the liquid type as the preference for the 4-7-year-old bracket.

You'll find a lot of merchandisers who disagree with this theory but there's a growing credo among cosmetic makers that a company is better off when it concentrates in 10 or so brands than in trying to cover the waterfront with scores of products.

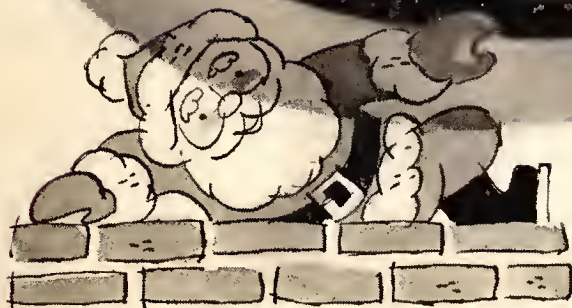
Contents this school of thought: when a manufacturer tries to match the extensive line of a competitor who has store franchises he can only end up frittering away much of his advertising effort, particularly in view of the fact that a major part of his budget goes into tv and all of it must be apportioned for different periods of the year.

Even the competition will admit that a pretty substantial degree of P&G's success has been due to the Cincinnati giant's penchant for going against the price drift and bringing out a more expensive brand.

Two instances that point up this theme are the debut of Tide and the takeover of Duncan Hines. Their basic stories:

- While others in the soap detergent field were putting the accent on price, P&G fastened a premium ticket to Tide.
- P&G proved that the market potential for cake mixes had been misjudged when it came out with a deluxe mix at premium prices and, in quick time, took over the single layer section of the field.

For other news coverage in this issue: see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 46; Washington Week, page 35; SPONSOR Hears, page 38; and Film-Scope, page 36.



It happens at every Raleigh-Durham Christmas Parade. Santa's supposed to climax the whole procession. Everybody knows that . . . except the kids. They're transfixed at the sight of a man named Herb Marks—ventriloquist, pixy and baby-sitter for two of his own. [REDACTED] He's also Cap'n 5 on WRAL-TV. Maybe the name means nothing to your brood—but in Eastern N.C., it means that suppers start when his show ends . . . and not one chainbreak sooner. [REDACTED] Just ask any H-R man who steals Santa's thunder and the hearts of a million kids in the Raleigh-Durham TV market. [REDACTED]

NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

555/5th

Capitalism meets Communism

We are interested in obtaining copies of the advertisement which appeared in your publication entitled "... a total commitment designed to enslave a total world." This advertisement consisted of two letters: one dated March 10, 1961, directed to you from Mr. Charles H. Crutchfield, executive vice president and general manager, Jefferson Standard Broadcasting Co., Charlotte 6, N. C.; the second letter was one which a young Communist sent to a friend of his in the United States describing his dedication to communism.

If reprints of this advertisement are available from your firm, we would appreciate your forwarding

50 copies and request that The Boeing Company be billed for the cost involved. If not, we would be grateful for any information you could supply as to whom we might contact in regard to obtaining this material.

William J. Fritz
public affairs assistant
The Boeing Company
Seattle

• Mr. Fritz refers to a two-page advertisement which first appeared in SPONSOR, 15 May 1961. Reprints a.e. available to readers upon request

Tv talks back

I've read with great interest William B. Lewis' tv rebuttal ("Time for tv to talk back," 27 November). Please

send a few copies if they are still available.

In his talk, he makes reference to four mass audience magazines. Outside of *Life*, *Look* and *Saturday Evening Post*, I can't think of another which qualifies in that category rather than the specific segment or interest groups he also mentions. I'd appreciate being enlightened.

Thanks for continuing to make SPONSOR the one weekly in the field giving me the in-depth and topical information I need.

Milton R. Shefter
broadcast media director
Maxwell Associates
Bala Cynwyd, Pa.

Speech of the year

A word of thanks for the coverage of our annual meeting in SPONSOR. The Bill Lewis speech, as you know, is one for which we have had many requests and I am sure your printing it will help immensely in spreading it far and wide. ("Time for tv to talk back," 27 November.)

The meeting went well, a fact which is somewhat satisfying in view of the work that went into the preparation.

Norman E. (Pete) Cash
president
TvB
New York



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to Morch, 1961 ARB we average 71.7% share of audience from 9 o.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8
Monroe, Louisiana

The only commercial TV station licensed to
MONROE
Photo: Selig Manufacturing Co., Monroe, Louisiana—manufacturers of quality upholstered furniture.

CBS • ABC

A James A. Noe Station
Represented by
H-R Television, Inc.

Far the record

Your editors got a fact mixed up. Joe Higgins is not vice chairman of the 1962 NAB Convention. (Tv and radio NEWSMAKERS, 20 November.)

He is co-chairman, along with Bill Quarton.

Under NAB procedures, the vice chairmen of the radio and the television boards are the co-chairmen of the annual convention, and are chosen by their respective associates with this duty in mind.

The co-chairmen work the chair at alternate sessions each year, and they reverse the alternation annually. Thus, tv presided at the opening ceremonies this past year, radio will next year.

Merrill Lindsay
vice president
WSOY
Decatur, Ill.

belong on your desk...



**Designed by agency men
For agency needs**

1961 TV Basics and Radio Basics are the most comprehensive publications of their kind in the field. They cover all the basic information on all subjects necessary to help finalize a buying decision. They should be on the desk of everyone involved in the purchase of time.

Copies are still available at \$1.00 each.
Or—get them free with a year's subscription
to SPONSOR at \$8.00.

SPONSOR

555 FIFTH AVE., NEW YORK 17
MURRAY HILL 7-8080

**Florence, daughter of the
new Confederacy**

The confederacy is of industry and agriculture, the result a new and productive South. Florence, the nation's fifth largest single-station market, is a unique heir of this dynamic union and a worthy target for television marketers.



WBTW

Florence, South Carolina

*Channel 8 • Maximum power • Maximum viewership
Represented nationally by Young Television Consultants*

*A Jefferson Standard station
affiliated with
WBT and WBTW, Charlotte*



Both radio and tv should be up in 1962

	1961 Estimate (millions of \$)	1962 Forecast (millions of \$)
1. Total U. S. Advertising	\$12,100	\$12,850
2. Tv Advertising		
National (net and spot)	1,420	1,560
Local	290	315
Total tv	\$1,710	\$1,875
3. Radio Advertising		
National (net and spot)	250	275
Local	410	445
Total radio	\$660	\$720

BUSINESS OUTLOOK FOR '62

SPONSOR'S ANNUAL FORECAST OF AD VOLUMES, RADIO/TV FUTURES AND BUSINESS CONDITIONS IN THE YEAR AHEAD

by **RICHARD P. DOHERTY, PRESIDENT**

TV-Radio Management Corp.

1962 will be a year of broad economic recovery but there will be no cyclical boom of high prosperity. Practically every major business index should rise by 4% to 6% within the next 12 months.

One year ago (SPONSOR, 2 January 1961), we predicted that the recession would extend itself into the spring and that the subsequent recovery would be modest and gradual throughout the remainder of 1961. Basically this has been the pattern during the past 12 months. The 1961 re-

covery started in March-April at a fairly fast pace that petered out by mid-summer. For the next three to four months, the recovery took a hiatus but again got under way during the last quarter. Overall in 1961, general business was approximately 3% above the 1960 level.

The improved rate of current cyclical expansion should extend into the late spring of 1962. This may be followed by a two- to three-month levelling-off period with a progressive upward push during

the last four or five months of the year.

Gross National Product (GNP) should rise to a level of \$565 billion during the last half of the year, and could reach a level of \$570 billion. During the full year of 1962, GNP should average out at a figure approximately 6% above 1961.

Since 1955, all media advertising has consistently approximated 2.3% of GNP. In prosperous years, it has run fractional above the 2.3% figure. There is no reason to assume that total "all media" advertising will not equal 2.3% of GNP for 1962, or exceed this level by a small margin.

The majority of economists pre-

dict a 1962 average GNP of \$554 billion. We estimate total "all media" advertising to reach \$12,750,000,000 possibly \$12,850,000,000.

Television will be the biggest beneficiary, percent-wise, with a gain of 9% to 10%. Radio, after a slow advance during winter and early spring, will gain increasing favor among advertisers in the following months. Both tv and radio will attract an increase of national (network and spot) and local advertising dollars. 1962 will chalk up a new historical high for total "all media" advertising and for tv and radio.

One year ago, we forecast tv ad expenditures of \$1,755,000,000—an

increase of 7% over 1960. Preliminary estimates now indicate that \$1,710,000,000 was spent for tv advertising—an increase of 6.8%. The significance of tv's 1961 expansion is better evaluated when one considers the many adversities with which it was embattled. Critics and competitors subjected the industry to tremendous public condemnation. The national economic climate was generally so unfavorable that every other advertising medium either experienced a small shrinkage in sales or made only fractional gains. Yet, despite these circumstances, television experienced a strong growth.

We also predicted that radio gains, if any, would be small and not exceed 3% in 1961, with pronounced and wide divergence between stations and markets. Preliminary '61 estimates indicate that radio didn't achieve the expected gain.

Last year, tv was the only ad medium that experienced strength and noticeable improvement. We expect that tv's 1961 billings increased about 6.8% while all media total advertising advanced by only 1% to 1.5%.

Radio had a difficult year even though some 500 to 700 stations improved their gross sales. Radio's situation was anticipated in our "beginning-of-the-year" forecast. At best, we expected no better than an overall radio expansion of 3% with the likelihood that even less growth would occur. What we did not foresee was the comparatively severe decline which developed in national spot during the last four months of the year. We now attribute this to the hiatus which developed, late summer and early fall, in the overall general business recovery. Local radio remained moderately strong throughout most of 1961, except in certain markets where heavy unemployment continued and retail sales lagged in recovery.

When the final figures for '61 are tabulated, total radio advertising will undoubtedly be nearly 2% down from the 1960 total of \$668,000,000 with average per station revenue off 5%-10%.

On the other hand, tv advertising advanced nearly 7% in national (network and spot) and 4% in local advertising outlays. Overall, our esti-

Highspot trends in 1962 economy

1. Gross National Product should rise approximately 6% over 1961 and reach \$565-570 billion for the year

2. Broadcast advertising (radio and television combined) will get a greater share of total advertising—20.2% vs. 19.7%

3. 95% of tv stations will enjoy greater sales volume in 1962 than 1961. Total tv will be up about 9% in both network and spot

4. Radio's 'Prince & Pauper' condition will continue with 400-700 stations showing increases, many more fighting to break even

5. Consumer Spendable Income will be up 6-8% in 1962. Retail sales should rise 6-7%, durable goods up 8-9%, services 10%

6. Housing is on the upswing compared to a year ago. Housing recovery means greater demand for home furnishings, appliances

7. Automobiles will have second biggest year in history in 1962. Production of U.S. cars expected to reach 6,600,000

8. Steel faces an unpredictable year. Industry should expand at least 10% but strike appears likely after July 1962

9. Farmers will buy more appliances, clothing, building improvements and services, plus 10% more machinery, equipment

10. Credit policies will tighten as the recovery progresses. This fact is not expected to depress business in 1962 but may in 1963

mates show tv advertising up 6.8%.

For 1962, total broadcast advertising expenditures should reach \$2,595,000,000, or 20.2% of all media advertising, as compared with an actual of 19.7% in 1960. In 1961, tv alone accounted for 14.1% of all media advertising. We expect this percentage to rise to 14.6% in 1962. Radio's percentage will remain about the same.

Within the tv industry, 1962 progress will be widespread. Fully 95% of the nation's tv stations will enjoy larger sales revenues. The principal exceptions will be uhf operations in certain intermixed markets and a handful of vhf stations in markets where the FCC adds a competitor.

As for radio, the 1962 record will again be a "prince and pauper" story even though the overall industry advances by nearly 9%. Approximately 500 to 600 radio stations will score a 10%-20% increase in advertising revenues; approximately 1,500 radio stations will advance by 4%-6%, while another 1,400 stations will struggle to retain their level of advertising income or minimize their decline. Among the stations most likely to gain more revenue are the well-managed ones in the top 75 metropolitan markets.

Both the trend of 1962 general business and the dimensions of recovery appear to be reasonably predictable.

The 1960-1961 recession left no serious scars on the national economy except prolonged unemployment. However, chronic unemployment of more than 4,000,000 persons existed even at the 1960 economic peak. No severe setbacks were suffered in the major sectors of consumers or producers. The recession was the mildest in post-war cyclical records.

Throughout the recession personal income remained relatively high with a reduction of only 5% from the January (1960) high to the February (1961) low. Gross National Product declined by only 2% from the 1960 second quarter peak of \$506,400,000,000 to the cyclical low of \$500,300,000,000 in the first quarter of 1961.

Since the first and second quarters of 1961, GNP and personal income have been rising. The trouble has

Economist Doherty has fine record for forecast accuracy



RICHARD P. DOHERTY, whose annual predictions of ad volumes and business trends have been carried in SPONSOR for the past three years, has racked up a record of almost pin-point accuracy in his forecasts. In January 1961, for instance, he predicted a rise of 7% in tv volume and "that radio's gains, if any, would be small—at the most not over 3%." Preliminary estimates show that tv rose 6.8% in 1961, and radio failed to hit a 3% increase. Total 1961 U.S. advertising similarly close to his forecast for year-end estimates.

Doherty, who heads a Washington firm of radio/tv business consultants, is a former NAB vice president and well known economist. His background includes 18 years as a university professor, membership in Phi Beta Kappa, authorship of five textbooks and many articles on economics. He served as management representative at seven international conferences between 1948 and 1961.

been that the general public did not step up spending and buying for goods and services until about November 1961. Probably one of the most significant deterrents to improved buying was the apprehension over the Berlin crisis and the psychology of "survival." It is difficult for the typical consumer to think of bomb shelters and, at the same time, washing machines, refrigerators, tv sets, and similar consumer goods.

Last November, consumers began to open their pocket books and buy more merchandise.

Consumer spendable income has been rising steadily since last spring and can be expected to advance by another 6%-8% during 1962. Characteristically, consumers use their disposable income to buy goods. Unless we have another "hot war" crisis, consumers will use their income to buy more goods and services. We expect retail sales to rise by an aver-

age of 6%-7% with the sale of durable goods advancing by 8%-9%; non-durable goods will rise 5% and services nearly 10%.

Government spending (federal, state and local) will increase by \$11 billion bolstering the flow of spendable money and employment.

Housing, a major industry, is primed for a good recovery. In fact the 1962 outlook for housing is one of mild optimism. A year ago housing was on a down-swing. We ended 1961 with a moderate housing up-swing which is expected to continue.

The auto industry will domestically produce approximately 6,600,000 cars and sell 7,000,000 units including 400,000 foreign cars. 1962 should be the second best auto year.

Steel, a major economic factor, is faced with an unpredictable year ahead. Linked to the recovery process, the steel industry should normally expand by at least 10%. How-

ever, the likelihood is that a strike will result from the upcoming negotiations of the union contract which terminates this July.

Throughout the agricultural areas and markets of the nation, farmers will buy a greater quantity of home appliances, clothing, building improvements, and services. They will also purchase about 10% more farm machinery and equipment. Higher farm purchases are anticipated not because farm income will rise—it will possibly decline slightly—but because agricultural income has stabilized and because farmers possess a better understanding of what to expect under the Administration's farm production-price control program.

As general business recovery progresses, and as the government enlarges its cash financing, money and credit policies will tighten and interest rates will rise. This process will not depress 1962 business but it will become a drag upon 1963 economic advancement. It probably will also soften the rise in stock prices during the latter six months of 1962.

Inflation will not be a significant factor in the 1962 recovery. Prices will rise but at a slow, imperceptible rate. By year's end, prices will be at least 1% above the current level—and possibly 2% higher.

At the end of 1960, the majority of economic indexes were still moving downward. The past nine to ten months have witnessed a revitalization in most every sector of the economy—even though the rate of improvement has been slow and not consistent for many business indexes. Within the recent past six weeks there has been a noticeable acceleration in production, employment, spendable income, and buying.

Television is not, strictly speaking, a cyclical industry which moves up and down with general economic curves. Nevertheless, tv gains most when the nation's economy is swinging upward and consumer sales are advancing. The climate of 1962 should produce enlarged tv advertising at local and national levels.

Radio is a cyclical industry which responds in large measure, to local retail sales. During 1962, retail sales will rise by at least 6% and, in consequence, radio should do well. ▀

NORTHWEST ORIENT

▀ Six-month, \$2 million campaign caps four years of radio usage by the airline, gets under way this month

▀ Northwest turned to radio to emphasize the fun and glamour of flying, also uses medium for factual ads

That successful radio campaigns usually result from the application of the medium to carefully-pinpointed marketing and sales objectives is the firm philosophy of Northwest Orient Airlines, St. Paul, who, through its agency, Minneapolis-based Campbell-Mithun, has relied heavily on radio to fill airline seats.

The sales problem confronting airlines is similar to that of radio, explains Benjamin G. Leighton, Campbell-Mithun timebuyer, who has been closely involved with NWA's radio history: Like every unsold radio spot, every unsold airline seat is gone forever.

This month, NWA will launch a six-month spot radio campaign, the biggest in its advertising history, with a SPONSOR-estimated budget of approximately \$2 million. Thirty-three U. S. markets will be used, and NWA's pattern has been to buy more than three stations in each. NWA

serves 14 major cities, 14 smaller cities, plus cities in Canada, Alaska, Hawaii, and Formosa. In addition, the airline advertises in five major U. S. cities "off-line," where a natural traffic flow leads to an NWA-serviced city.

NWA's 14 major cities are these: New York, Washington, Pittsburgh, Cleveland, Detroit, Chicago, Milwaukee, Minneapolis-St. Paul, Spokane, Seattle, Portland, Atlanta, Tampa, and Miami, for domestic service.

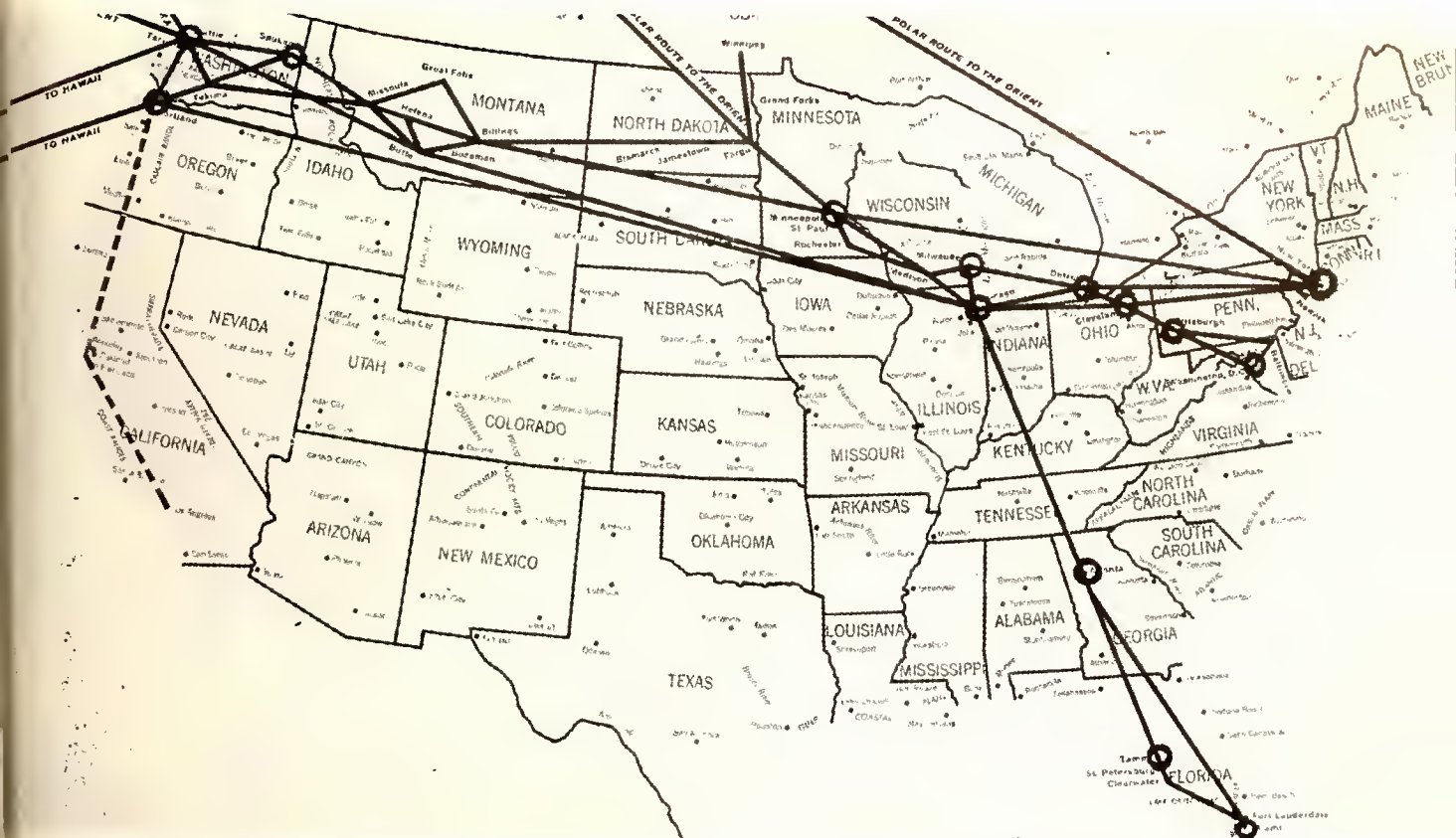
At various times during the past four years, NWA has used radio schedules in most of its U. S. markets and the Orient—including Japan, the Philippines, Okinawa, and Hong Kong. Combined with its radio campaigns, NWA uses some large space newspaper ads in cities offering the greatest customer potential.

NWA's reliance on radio (it is now 60-65% of its ad budget) as its major advertising medium evolved



KEY FIGURES—Both client and agency (Campbell-Mithun) personnel working on Northwest Orient ads are intimately involved in media planning. They include Russell Kruse, dir. of adv. for the client (l), and Harry Johnson, v.p., media dir. for the Minneapolis-based ad agency

STARTS BIGGEST RADIO DRIVE



KEY AIRLINE MARKETS—Northwest Orient's new \$2 million radio campaign will hit 33 U.S. markets. They include 14 major cities (circled), 14 smaller cities, five 'off-line' cities. More than three stations in each city are used, with news-casts, traffic times being the preferred buys to reach the businessman who does most of the flying on U.S. airlines

from a creative approach designed to emphasize the fun and glamour of flying and the romance of travel in the Orient. From this approach came the now-renowned jingle, "Give Wings to Your Heart." To impart some Oriental atmosphere, the gong—an authentic, ancient Japanese instrument from Tokyo—was incorporated into the jingle, and has now become the NWA radio trademark.

This creative approach naturally led NWA and the agency to its original serious consideration of radio, Leighton says. Further, NWA's sales department felt the need for specific advertising techniques that would fill empty seats, promote flight schedule changes, list destinations, lagging flights, and changes of equipment and in-flight services.

Radio was selected initially. It was a logical choice, Leighton feels,

because it could be bought quickly; copy changes could be made easily where and when necessary. "It seemed to meet all our day-to-day requirements," Leighton says.

NWA's advertising, prior to the fall of 1957, was limited mostly to small-space newspaper ads announcing flight schedules and departure times. Spot television was used occasionally to exploit new equipment. But it was NWA's feeling that the small-space ads were too similar to other airline advertising, and, according to Leighton, strong results were not obtained.

To test radio's ability to fulfill its advertising needs, NWA conducted a test using radio stations in the Detroit market, and the jingle was introduced for the first time. Later on, and under varying circumstances, heavy saturation schedules were

placed in several other cities to promote lagging flights. The results, Leighton reports, were all good.

Then, beginning early in 1958, schedules of up to 60 spots per week were placed in NWA's eleven major domestic on-line cities. Every third or fourth week, these schedules were strongly increased for a two or three week period.

Later in 1958 and in early 1959, Campbell-Mithun began a qualitative study of radio, to determine the relationship between programing and audience composition. The agency and NWA were interested in two things primarily: Adults in the audience and the aspects of radio that attracted NWA's own travel market.

Most of the flying in the U. S. is done by businessmen, who fly not only for business, but also on per-

(Please turn to page 51)



DESPITE THE FACT that he was the most well-publicized man ever to become president of NAB, LeRoy Collins is still a "mystery man" to many

GOV. COLLINS' 'JUNGLE YEAR'

▼ Last year when LeRoy Collins became NAB head, Ed Murrow said, "You're stepping into a jungle"

▼ Here in an exclusive Washington interview the Governor reviews his first 12 turbulent months in office

"Roy, you're stepping into a jungle," warned Ed Murrow last January when Florida's ex-governor Collins became president of the NAB.

"Ed, based on what I know of the U. S. Information Agency, you're stepping into a jungle, too," said Collins to Murrow.

The Governor tells his story with a

little rueful laugh, and there is no question that, in the last 12 months, his eyes have been opened by the complexities of broadcasting's intramural jungle warfare.

"I knew the job would be tough," he confided recently to SPONSOR, "but I didn't expect there would be quite as many conflicting factions."

Undoubtedly the presence within the NAB of such opposing interests as networks vs. stations, tv vs. radio, am vs. fm, large operators vs. small operators, vhf vs. uhf, has complicated Collins' first year in office.

But it does not explain why the Governor, probably the most publicized man ever to become NAB head, remains after 12 months a "man of mystery" to many broadcasters, an unknown quantity who is even regarded with suspicion and distrust by certain segments of the business.

Two weeks ago, in an effort to pierce the Collins mystery and to discover what the industry can expect from the NAB leader in 1962, SPONSOR

journeyed to Washington for a long, confidential, and exclusive interview.

From his statements, and from a careful piecing together of the events and activities of other industry leaders in 1961, SPONSOR has fashioned what we believe is the first really thoughtful and responsible analysis of the Collins year and the Collins character which has appeared in any trade publication.

1. *Collins and Minow.* The most pointed criticism that has been leveled at Collins by broadcasters has been that he has been working hand in glove with FCC Chairman Minow, that in fact, he has followed Minow line rather than "working for the guys who pay him."

On the other hand, some of his strongest NAB adherents have contended that there are many differences between the Collins philosophy and that of the FCC Chairman.

SPONSOR questioned the Governor closely on this point. In only one but highly important area do the Minow-Collins views seem at odds.

Collins takes strong exception to the FCC chairman's contention that "most of television's problems stem from lack of competition."

He says, "I believe the commission's idea of a single uhf spectrum with a vast increase in the number of tv stations would bring chaos to the industry and greatly hurt tv programming.

"You cannot improve tv programs by introducing cut-throat competition with everyone scrambling for a dollar. Only strong, well-financed operations can produce real programming in the public interest."

On other points, however, it is difficult to detect serious criticism by Collins of the Minow viewpoint or actions.

"I told the Chairman when he made his RTES speech about children's programming, that he was coming dangerously close to censorship," says Collins. "but as you have seen he did not press for his ideas."

Of the Commission's failure to renew the license of a New Jersey station which had made no effort to determine community needs, Collins says, "Do you call that censorship? I don't."

Of the criticism leveled at the

Commission for supposed interference in the sale of WNTA, New York, Collins professed ignorance of the full facts, but said, "On the surface it would seem that such interference was irregular, except under the most extraordinary circumstances. But I am not sure that there weren't extraordinary circumstances."

His respect for Minow is obvious. "The Chairman is not a vindictive man," he says, "and there has never been the slightest suggestion of his operating on a basis of—take my ideas or else."

On the other hand, Collins feels that much of the criticism that has been directed at Minow should more properly be directed at the structure of the regulatory agencies. "I am far from certain they shouldn't be set up as judicial bodies, operating under the same kinds of rules and procedures as the courts. As it is, they are creatures of the legislative branch, and they are also creatures of the executive branch since the chairman is appointed by the president and is a member of the Administration team."

2. *Collins and Government.* Undoubtedly the strongest single clue to an understanding of LeRoy Collins lies in his concepts of government. He made this highly revealing and

significant statement to SPONSOR:

"I have been distressed to find that many broadcasters seem to operate on the assumption that government is basically evil. I don't start with any such idea. My experience has taught me that government is basically good—until proved otherwise."

His appraisal of his own job at NAB contains a strong element of what might be considered a government viewpoint. "I don't think there is a job like it in the country," he says. "It's a combination of public service and private enterprise and, strangely enough, it doesn't have the security of either one."

Pressed for an explanation, he said, "In private business you can have fights and quarrels and enemies. But as long as you do your job and run a profitable operation you're all right.

"In public life, you often have to battle, as I have done many times, with lobbies and legislatures and politicians. But as long as you can keep constantly in front of you the idea of doing 'what's best for the public' you have nothing to worry about."

Obviously Collins looks upon the post of NAB president as one which must try to satisfy both private profit
(Please turn to page 51)

Collins to be an 'advocate' in 1962

WHEN LeRoy Collins took the job of NAB president he told the NAB Selection Committee he was determined to be an "advocate" for the business. In this exclusive



SPONSOR interview, Collins reveals that he will greatly expand his speaking activities in behalf of the industry during the coming year. He is planning to accept invitations from many groups which are important to broadcasting such as the Automobile Dealers' Assn., and he told SPONSOR that he hopes to appear before at least five state broadcaster associations' meetings.

They're the top buyers (on the West Coast)

When it comes to timebuying savvy on the West Coast, here are the buyers the western representatives rate highest along with some of the reasons why they do

The conclusions arrived at in the story below were gleaned from a special SPONSOR survey which brought replies from some 35% of the national and regional reps on the West Coast. They included comments from the majority of major rep firms.

The photos shown on these pages are of timebuyers mentioned most often by these reps, although at press-time it was not possible to obtain photos of a few of the prominently noted buyers.

Photographs of J. Walter Thomp-

son's (San Francisco) Elenore Nelson; EWR&R's (Los Angeles) Leslie Wallwork; Cole & Weber's (Portland) Ralph W. Rogers; and Carson Roberts' (Los Angeles) Eddie Smardan, arrived too late to make the deadline.

When it comes to the business of timebuying, out on the West Coast it's a woman's world. Aside from the fact that this agency function is predominantly a female performance

—in this geographic area, anyway—the girls there appear to be endowed with a particular flair for the business, to hear reps talk about it

This was pointed up in a just concluded SPONSOR survey (among nearly all West Coast-based reps) which sought to put the finger on the most knowledgeable timebuyers in that locale. And although the men were not out of the picture, they were considerably out-numbered by their female counterparts.

In addition to votes garnered by both men and women timebuyers under the heading of "most knowledgeable"—the SPONSOR survey elicited a host of other accolades including such lofty qualities as honesty, integrity, minimum emotional bias, easy accessibility, common sense, willingness to review adverse decisions, and receptivity to new ideas and approaches. (No rep, of course, would permit his name to be used.) There were also a number of special and individual tributes. Here is, a rundown of the distaff nominees, listed roughly in order of votes received:

High on the list of top-rated timebuyers, according to reps, is Mrs. Julie Herrell who works out of Young & Rubicam's Los Angeles office. Many reps credited Mrs. Herrell with one of the finest minds in the business. Mrs. Herrell, dubbed "a real pro," is particularly respected for this one quality: she'll get behind an idea.

Foote, Cone & Belding's Bernice Levitas, another Los Angeles gal who came in for a good share of rep accolades, has been cited for her thorough knowledge of stations and the radio business in general. With many years of media buying to her credit, Miss Levitas is considered highly adept at balancing and weighing station characteristics for her clients. She is considered not only a superb mathematician but is also touted as strong in the intuitive areas. Reps will tell you also that Miss Levitas is capable of making inter-media and intra-media selections based not only on the methods used by less knowledgeable buyers (such as cost-per-1,000) but on the basis of facts not considered important by novices. She also has, reps said, a good working knowledge of



KAY OSTRANDER
Donahue & Coe, L.A.



EVON L. PROSE
Campbell-Mithun, L.A.



BETTY SHARE
BBDO, S.F.



HARRIETT M. WEIGAND
Hixson & Jorgensen, L.A.



HELEN STENSON
Foote, Cone & Belding, S.F.



WALTER MAYER
Wade Advertising, L.A.

the problems which face a client and is at home with marketing and distribution difficulties.

Harriett Weigand of Hixson & Jorgensen, Los Angeles, is said to be endowed with a remarkable knack for applying common-sense methods to timebuying problems. Also a media buying veteran, Miss Weigand is regarded warmly by West Coast reps for her open-mindedness and trust in their judgment on many occasions.

Miss Evon Prose of Campbell-Mithun, L. A., is known to reps as "a good thinker." As a media supervisor, she has maturity of judgment, a real knowledge of the broadcast business, and authority with her clients to buy first and tell them later.

Of BBDO's (in San Francisco) Betty Share who has 15 years of broadcast buying experience behind her, it is said that she has done a first-rate job in teaching her subordinates the elements of how to buy well. She is now associate media director.

Lydia R. Reeve, a long-time Foote, Cone & Belding buyer, was painted as an all-around talent. Now a media group supervisor, the FC&B Angelino still does some buying.

Mrs. Clarice McCreary, Honig-Cooper & Harrington, San Francisco, buyer on the agency's two largest accounts, Clorox and United Vintners, received rep votes for her detailed knowledge of stations in depth and consequently her strength in being able to put her finger on just the right station for her client.

Donahue & Coe's Kay Ostrander has earned for herself the esteem of the Los Angeles reps because she is not a strictly-by-the-numbers buyer and for her shrewd ability to select a "comer" whether it be station or a program.

Perhaps one of the youngest of the "pros" in broadcast buying (in terms of experience). McCann-Erickson's (San Francisco) Marian Monahan is nonetheless regarded by reps as highly capable. She is able, they'll tell you, to evaluate the research available to McCann-Erickson buyers with an objectivity and insight normally not expected from a media buyer of her experience.

Another San Franciscan, Fletcher Richards, Calkins & Holden's media



JULIE HERRELL of Young & Rubicam, L.A., rates high on the West Coast as "a real pro with one of the finest minds in the business"

director Doris Williams, was cited for her record in anticipating what new programming will click and what will die. A 12-year vet in the business, Miss Williams is said to consider importantly the climate of adjacencies. She also has a reputation

for demanding, consistently, more creative presentations.

Compton's Jean Carroll is respected in Los Angeles for her unusually fine background in marketing and research, while Erwin Wasey, Ruthrauff & Ryan's Mrs. Pat Frey is favored for taking the time to look beyond the numbers despite the fact she is involved in large-scale, multi-market buying out of her Los Angeles post.

Also at the Los Angeles office of EWR&R is Mrs. Muriel Bullis Horner respected as knowledgeable because she acquaints the reps who call upon her with the facts about the problems the client wishes to solve with the use of a particular medium. She also gives a rep ample opportunity to present his medium in the best possible (but most factual) light.

Peg Harris of Guild, Bascom & Bonfigli, (San Francisco) is said to have the ability to combine, most effectively, a tremendous knowledge of broadcasting and a cool objectivity with warm understanding of a sta-



CLARICE MCCREARY
Honig-Cooper & Harrington, S.F.



LYNDON GROSS
Guild, Bascom & Bonfigli, S.F.



MARIAN MONAHAN
McCann-Erickson, S.F.



KAY McNAMARA
Hoefel, Dietrich & Brown, S.F.



JANE LEIDER
Atherton-Privett, L.A.



ROBERT H. WESSON
MMH&H, Seattle



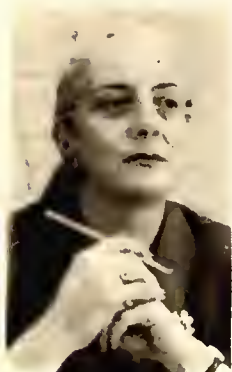
PEG HARRIS
Guild, Bascom & Bonfigli, S.F.



LYDIA R. REEVE
Foote, Cone & Belding, L.A.



FRANCES LINDH
Garfield, Hoffman & Conner, S.F.



DORIS E. WILLIAMS
FRC&H, S.F.



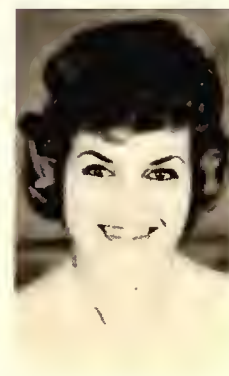
ROBERT BILLINGSLEY
McCann-Erickson, L.A.



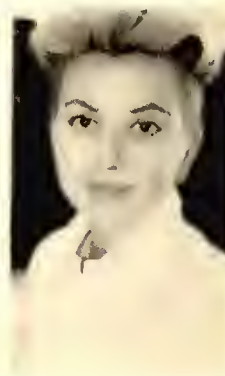
MARY ELLEN WHEELING
Anderson-McConnell, L.A.



NANCY CUMMINGS
Young & Rubicam, S.F.



PAT FREY
EWR&R, L.A.



JEANNE MALSTROM
Lennen & Newell, S.F.

tion's community empathy and objectives.

Kenyon & Eckhardt's Jane Mars (L. A.) is said to be "open-minded," using ratings only as part of the decision while Joy Harper of Doyle Dane Bernbach (also L. A.) rates high for her knowledge of stations.

Other girls nominated as top-notch knowledgeable timebuyers by West Coast rep people are these: Jeanne Malstrom—Lennen & Newell, San Francisco; Helen Stenson—FC&B, San Francisco; Nancy Cummings—

Y&R, San Francisco; Kay McNamara—Hoefler, Dietrich & Brown, San Francisco; Joan Anderson—Cappel, Pera & Reid, Orinda, Calif.; Elenore Nelson—J. Walter Thompson, San Francisco; Mary Cain—McCann-Erickson, Los Angeles; Eileen Henriquez—J. Walter Thompson, Los Angeles; Dorothy Sutton—EWR&R, Los Angeles; Sylvia Goodfriend—Honig, Cooper & Harrington, Los Angeles; Jane Leider, media director—Atherton-Privett, Los Angeles; Mary Ellen Wheeling, me-

dia director—Anderson & McConnell, Los Angeles; Dorothy Staff—Cole-Fischer & Rogow, Los Angeles; Donna Jackson—Showalter Lynch, Portland; Mrs. Fran Lindh—Garfield, Hoffman & Connor, San Francisco; Virginia Crawford—EWR&R, San Francisco; Margot Stevens—Eisaman, Johns & Law, Los Angeles; Gertrude Lyman—Pacific National Advertising, Seattle; Mary Mimmo—R. G. Montgomery, Portland; and Marilyn Lees—Botsford, Constantine & Gardner, Portland.

Among the men whose skill in timebuying evoked considerable praise from West Coast reps is Doyle Dane Bernbach (L. A.) media director Jerry Sachs whose ability has been summed up like this by a rep: "His education, experience, and fine mind combine to make him outstanding in research methodology, statistics, and plain, common-sense media buying." It was also said that Sachs has a "tremendous" grasp of markets and marketing and is a dedicated person with an acute sense of his professional responsibility.

Another Los Angeles male, Walter Mayer, media director of Wade, made the list of most knowledgeable timebuyers for his "unusual perspective, balance, and judgment," while McCann-Erickson's Bob Billingsley, despite his youth, is rated as a definite "comer" in Los Angeles and "probably the most promising of the local crop of undergraduates."

Guild, Bascom & Bonfigli's Lyndon Gross of San Francisco came in for a good share of praise for his comprehension of clients' marketing objectives and for his general helpfulness to the reps.

EWR&R's (L. A.) Leslie Wallwork has been cited as a fast thinker, perceptive and logical.

Other male timebuyers who made off with top ratings from the West Coast reps: Leo Bowman—Reinherdt, Oakland, Calif.; Bob Wesson—Miller, McKay, Hoeck and Hartung, Seattle; Ralph W. Rogers, radio tv director—Cole and Weber, Portland; Ed Smarden—Carson Roberts, Los Angeles; John Gailbraith—Y&R, Los Angeles; Jack Hopkins—J. Walter Thompson, Los Angeles; Jerry Gilley—Guild, Bascom & Bonfigli, Seattle; George Anthony—FC&B, Los Angeles.

(Please turn to page 53)

Media people:
what they are doing
and saying

TIMEBUYER'S CORNER

Frank McCue, formerly with D-F-S, now selling for Jack Masla. . . . A record for media dept. advancement is Jack Caplan at K&E: Beginning less than two years ago in media research, he subsequently was made an asst. buyer, then a buyer, and recently, a media group head. . . . Riedl & Freede is looking for all-media buyers. . . . Shirley Weiner of Manoff is on a two-week Caribbean tour.

Agency people and, in particular, media personnel received more



bizarre cards, gifts and tokens this Christmas than in many past years. Some examples: A picture of the bowling team of the Fanny Farmer candy factory. . . . A package of 10 sweat bands for a man's hat. . . . An earring featuring a knife to open clams. . . . And, the wildest of them all, a linoleum disk to place as flooring in your bird's cage.

Marie Coleman of Donahue & Coe, at the Pen & Pencil, told about her relatives who visit her every Christmas. Said Miss Coleman: "This year they came early—1951." . . . Pride in the profession: At Vineent & Neal's Hampton East, a

AT PGW's 'Holly Day' fete: (seated) Nat Gayter, Bates. Charles Kinney of PGW looks on
media dir. commented, "It's rude to ask anyone what he does for a living. If he's in advertising he'll tell you—and if he isn't, don't embarrass him."

At the Grinzing Restaurant, Joe Baisch of WREX-TV, Rockford, Ill., explained to Tom Flanagan of Riedle & Freede how the station did a live remote of a ceremony from a Rockford Catholic Church recently. "Where was the camera concealed?" Flanagan asked. "Alter right," Baisch replied.

Len Soglio of Hicks & Greist recently bought a new Pontiac Tempest—and then, at the holiday party of the Women's Advertising Club of New York, he won free rental of a 1962 Chevrolet. Soglio, lunching at the Envoy Restaurant, said: "It's the first time I've been that lucky since I won a one-way trip to Hong Kong. To get back, you had to buy another raffle ticket for Hong Kong."

SPONSOR

shortest

distance

between

buyer

and

seller

National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

Paxton & Callagher Co., Omaha, will promote Butter-Nut coffee in a limited market, 52-week campaign which begins 1 January. Time segments: prime and fringe night minutes and breaks. Agency: Tatham-Laird. Buyer: Jim Spero.

Lever Brothers, New York, will promote Imperial margarine in seven markets for six-eight weeks starting 1 January. Time segments: day and night minutes. Agency: Foote, Cone & Belding. Buyer: Al Kalish. A three-week flight for Stripe toothpaste, using day and night minutes and breaks starts 7 January in 20 markets. Agency: J. Walter Thompson. Buyer: Sy Parker.

American Chicle will promote various products using night minutes in 16 markets for 13 weeks starting 3 January. Agency: Ted Bates. Buyers: Bob Mahlman and Marty Foody.

American Home Products is using fringe evening and late night minutes in seven markets for 13 weeks starting 1 January on behalf of Dristan. Agency: Tatham-Laird. Buyer: Don Douglas.

Procter & Gamble is promoting Joy in 25 markets starting 1 January through the P&G year. Time segments: night minutes. Agency: Leo Burnett, Chicago. Buyer: Bergina Cherkezian.

Dorothy Gray, Ltd., New York, will promote its lipstick in 13 markets with a four-week flight starting 5 January. Time segments: prime 1D's. Agency: McCann-Erickson. Buyer: Joe Killian.

Block Drug will promote Green Mint Mouth Wash in four markets starting 1 January for 13 weeks. Time segments: fringe minutes and daytime. Agency: DCS&S. Buyer: Don Ross.

Gillette has a limited market campaign using nighttime minutes starting 1 January for 39 weeks. Agency: Maxon. Buyer: Charles O'Donald.

RADIO BUYS

Accent (International Minerals & Chemical Corp.) has minutes and 30's in 25 markets to supplement its network advertising. The buy, which starts 7 January, is for eight weeks. Agency: Needham, Louis & Brorby, Chicago. Buyer: Marianne Monahan.

The Kendall Co., Boston, starts a 35-week campaign on 15 January for its milk filters in 10 selected markets. Time segments: minutes. Agency: Reach, McClinton, Boston. Buyer: Mary Penguilly.

Charles Pfizer & Co. is going into 10 markets for a 52-week campaign starting 1 January. Time segments: minutes. Agency: Leo Burnett, Chicago. Buyer: Ed Fitzmaurice.

Spirit
of St. Louis

and still
your favorite
per thousand...

KTVI 20
CHANNEL
ST. LOUIS

YOU CAN'T MISS

DULUTH

★ EAU CLAIRE

MINNEAPOLIS

WAUSAU

GREEN PASTURE

with the
"BIG CHEESE" in Wisconsin

Not only 3/4 million people
but 2 million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

WASHINGTON WEEK

1 JANUARY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

FCC chairman Newton Minow has made a great many speeches since he took over the top post at the commission: many have been controversial; some have appeared to be threatening; some have seemed conciliatory.

The San Francisco speech on 22 December appeared to include almost everything he had said during his tenure in a single package. Consequently, it wasn't at all surprising that no two people appeared to be interpreting it in exactly the same manner.

He acknowledged improvement in tv and added that he has no intention whatever of setting up FCC censorship over programing. In almost the next breath he insisted that stations would be required to provide their communities the type of programing promised when license applications were made.

Minow made a great point of license renewal hearings in the communities served by stations about which questions have been raised. He made it clear that he felt this is advisable in order to get opinions from local organizations as to whether station programing serves community needs.

Because the speech appeared to mean different things to different people, because some have expressed the belief that Minow has been "softening," with a few hinting the White House has ordered the softening, it might be well to take a fresh look at the situation.

The fact is that authoritative FCC sources never did believe Minow was wavering, look on the San Francisco speech as a definite restatement of principle, and insist that the principles are unchanged.

In short, the belief among those at the FCC who should know is that Minow will get tougher, though his language probably will be softer.

On the other hand, there is a feeling that Minow may find increasing difficulty in getting a majority of commissioners to go along with him. It will probably be a case-by-case thing, but the sum total is bound to be a net tightening of FCC standards to the point of cancellation of some licenses—if there are some who fail to see the handwriting on the wall.

A small market radio station (WIOS, Tawas City-East Tawas City, Mich.) was coincidentally providing the first "modern" instance of a license revocation other than the so-called "influence" cases.

The commission voted to revoke the station's license because of character "disqualification" of owner Ralph S. Underhill. Underhill was accused of misrepresentation in connection with application for a new station, and his activities in that case were held to have disqualified him as a licensee.

Even while the regulatory clouds grow darker for the broadcasting industry, the closely related ad industry appears to be facing tougher regulatory problems on its own hook.

The ad industry's problems at this stage appear to be more indirect than direct. The chief agency with which ad men must deal, the Federal Trade Commission, has been silent under the new frontier. This silence followed a year of constantly increasing activity under previous FTC chairman Earl W. Kintner.

Now from Congress come threats of action on such matters as price and advertising of drugs, plus allegedly deceptive packaging of foods and other grocery store items.

From the Food and Drug Administration, which overlaps in jurisdiction in some areas

(Please turn to page 37)

FILM-SCOPE

1 JANUARY 1962

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Syndicators are looking forward to 1962 with guarded optimism.

Their cheerfulness, though not unbounded as in seasons past, was still clearly discernible and could be traced to these positive factors:

- Organizationally, most syndicators are now in a realistic position to cope with market conditions. **Sales forces and overhead have been put in trim**—small forces of six to 15 men are becoming characteristic of this new type—and there's **less danger of economic drain than before.**

- The film market is hardening thanks to production cuts in 1961. Instead of a big film surplus, **there actually may be a minor film shortage in 1962.**

- Ingenuity will continue to play a bigger role. The lesson of the last year or two has been that syndicators should use imagination instead of the checkbook. Hence, look for **revenue-producers that don't require major investment.**

- You can expect off-network re-runs to flourish, especially now that **barriers to full-hours have been removed and more late night time is open.**

- Feature film people are in the position of having a limited amount of product at a time that demand, especially network demand, is growing.

- **Cartoon production is still on the upswing**, since stations have begun, perhaps, to exhaust the usefulness of theatrical product. ITC, King, MGM, NTA and others will have new cartoon product available in 1962.

- Station groups will continue to come into their own as film producers and distributors. Moves in this direction by Storer, WBC, RKO General, and others last year are sure to spread in 1962.

- **Watch the reps for any duplication of the Katz/Ziv-UA time-film Trailblazer plan.** This kind of plan, solving time period and film shortages with one stroke, may be syndication's most hopeful device of the new year for attracting major new revenue.

- Documentary shows will continue to flower in 1962. They sometimes have an advantage over fiction in holding audience interest.

- You can be sure that certain major syndicators will make maximum efforts to get back in the network supply picture in 1962: watch especially Ziv-UA with its autonomous producer facet, and ITC, linked to Ashley-Steiner, plus some of the network syndication arms.

- Don't be surprised if the **"one-man shop" makes a comeback in 1962.** The market seems well suited for the return of the office-in-his-hat operator.

- Color shows will become more important, too. There's already one release in circulation, Teledynamic's Long John Silver, which is actually a re-release of a show aired mainly in black-and-white when it was first out.

- **International distribution will continue its rapid growth** and should add quite a bit of high-profit income, despite lowish prices.

- Exploitation and peripheral syndication activity—like licensing, home movies, industrial, educational, and other non-broadcast film use—will be strongly pushed in 1962.

- **Station syndication prospects are excellent**, both for the station that distributes its own and those that find an established distributor. TAC, too, the station co-op, is mushrooming with subscribers.

Latest off-network series available is a cartoon: Tom Terrific, exposed on Captain Kangaroo on CBS TV.

CBS Films has 130 segments in syndication now, making 26 half-hours.

International sales have been a real fireman-to-the-rescue for syndication recently, in view of the situation caused by diminished domestic sales.

The principal sellers—network arms, the producers themselves, and special foreign sales agents—are reporting hefty increases in sales for 1961.

CBS Films, for instance, had **30% more billings last year than in 1960**, its second straight such increase. But its business written, not to be billed until this year or next year, is probably even up more.

One factor is that it simply has **more to sell abroad than at home: 65 shows, amounting to 78,000 half-hour plays a year**, compared to only around 30 shows which this distributor handles in domestic syndication.

It's only some of the administrative functions of UAA that Ziv-UA has taken over at Cincinnati.

Actually UAA's portfolio is entirely different from Ziv-UA's and its sales operation on movies and cartoons is continuing unchanged.

More advertisers are dividing their commercials budgets between film and tape lately than ever before.

The result is increased business for producers like Videotape Productions, which reported a **70% rise of volume in 1961.**

ABC Films reports that One Step Beyond is the highest rated American Show in England, in eighth place on ITN in the Tam Top Tens for the 3 December week.

But an oddity of the international business is that prices are low (by American standards) and a ratings note such as this doesn't necessarily enhance the economic value of a show.

Another international distributor privately reveals that its top price for film in England gives the buyer a **25 cents-per-thousand deal.**

WASHINGTON WEEK

(Continued from page 35)

with the FTC, **come forecasts of much tougher looks at advertising of foods and drugs.** FDA commissioner George P. Larrick is known to feel that he has broad public backing for a crackdown to the extent of his agency's powers, and he has promised that the crackdown will be forthcoming.

These are regarded as mere straws in the wind. It is considered certain that these developments will force the FTC into paths it was assumed that agency would take under new leadership last year. This is inevitable because when FDA looks into ad claims for food and drugs from its own point of view, **the FTC staff will be called into consultation on areas of overlap.**

This much is certain, and beyond that there is the further possibility that the **FTC will spring into action merely out of a wish not to be outdone.**

There is also the very definite impression that the FTC, the one agency most thoroughly staffed by new frontier appointees and yet the one which has departed least from and expanded least on activities of the previous administration, **will be anxious to change this situation.**

In brief, it is felt that the **FTC will want to pile up some statistics about complaints and prosecutions in the field of advertising.**

SPONSOR HEARS

1 JANUARY 1962

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An agency that seems to be hitting especially hard in its drive for new business is Leo Burnett.

Competitors describe Burnett himself as having this ambition: lofting his agency's billings to the point where it's among the **top five**, so that, when he does retire, it will be in a blaze of glory.

Looks like CBS, Inc., has about got rid of all its unprofitable operations and geared itself for a bigger net in 1962.

The report persists that it's headed for further diversification via acquisitions.

The president-owner of one of the smaller New York agencies has developed a clever gimmick for keeping his top echelon aides on their toes.

In his hint-dropping as to his successor he changes the name from time to time.

The expansion of public service programming by tv stations is being reflected in no small measure in the type of orders that research firms have been getting.

A hefty percentage of the assignments have to do with the image and attitude the viewers have of the station as contrasted with the competition.

Noted one independent researcher: his two latest orders each involved stations that in ratings ranked No. One in their respective area. What they obviously were looking for was **statistical support** for any sales promotional approach which offered **quality as a plus to maximum audience**.

High-priced agency specialists are finding it tougher to get new jobs because of a policy which appears to be making rapid headway among Madison Avenue shops.

The policy: an agency with a new piece of business, instead of hiring such high-priced help, **promotes the people from inside**, thereby leaving only the lower-grade spots for filling from the outside.

The 15 tv stations that recently got a call from some one who said he was with a certain New York agency and wanted to know whether he could get a special rate for a chunk of business he had on tap will be interested in this bit of background:

He was calling from a client's office and the man-on-the-phone's object was to show that he could **deliver time for less** than had been quoted by the account's agency of record.

This should be reassuring to the stations involved: the caller got very **little encouragement** out of his tactic.

Agency veterans have found, say observers, that one way to survival on the programming end of the business is a knack for telling where you were right and your associates were wrong on the fortunes of a nighttime series.

It's a type of verbal wheeling and dealing that's reinforced by confecting in advance a set of vaguely phrased memos that can be used later to confirm prophetic wisdom either way.

**AN
ANNUAL
SPONSOR
SECTION**

**1961
TV
RESULTS**

THE CAPSULE CASE HISTORIES on the following pages were printed in SPONSOR's *Tv Results* feature during the past year. Summarized as a guide to advertisers and agencies are the best of the successful campaigns on local tv. From a wide variety of product and service categories the case histories show how tv can be used to fullest advantage. For easy reference they have been arranged by type of advertisers in alphabetical order.



TV RESULTS

AUTO PRODUCTS & SERVICES

SPONSOR: McCourt General Tire Co.

AGENCY: Universal Advertising

Capsule case history: The McCourt General Tire Co., in an effort to focus attention not only on its 98 cent wheel alignment inspection, but also to acquaint customers with its other services, launched a spot campaign on television station KETV, Omaha. Thirty 10 second station break announcements, three to six per day, r-o-s, were purchased by McCourt. The items which McCourt showcased included the sale of used and new tires, recapping, and brake adjustment and relining. The results: a 69% increase in wheel alignment, brake adjustment and relining over the same period one year previous; a 60% increase in new tire sales over the previous year; 50% of the new tires sold were of the premium grade; a 20% increase in overall business. KETV delivered customers who bought new tires rather than having old ones recapped. This resulted in a 20% decrease in the low price used tire renovating services, accruing instead to new tire sales. KETV hit the sales target.

KETV, Omaha

Announcements

CAMERAS

SPONSOR: Gray's Jewelers

AGENCY: Direct

Capsule case history: Gray's Jewelers aimed their local sales campaign at shutterbugs by scheduling time signal announcements on WOTV, Tulsa. The time signals bought were on KOTV's spritely *Sun Up*, Tulsa's live and informal wake-up show. The campaign ran for five weekday mornings only, Thursday to Wednesday, with four brief mentions each morning. Bill Hyden, *Sun Up*'s host, showed his viewers a series of Polaroid Land cameras, along with each short announcement about the cameras for Gray's. On the second day of this short campaign, Gray's had sold seventeen of their Polaroid Land cameras before noontime. Before the campaign came to an end, the store was forced to reorder these cameras three times, as sales spurted far ahead of what even Gray's had anticipated. KOTV was the only medium Gray's Jewelers used to advertise their Polaroid Land cameras, so the tremendous deluge of sales resulting was definitely the effect of the spot campaign on the *Sun Up* show.

KOTV, Tulsa

Announcements

BEER

SPONSOR: Schafer Distributing Company

AGENCY: [unclear]

Capsule case history: The Schafer Distributing Company of Little Rock, South Carolina, distributes a number of products including Country Club Malt Liquor. Its president, Alan Schafer, selected WBTW-TV to begin telling the story of Country Club with eight one-minute announcements each week. While all other beer sales throughout the state suffered from the fall seasonal drop, sales of Country Club Malt Liquor in the distributor's area went up. Then the advertiser increased his television schedule to 20 spots each week. Sales rose to 300% more than before television. At the end of the first year's campaign, Country Club sales were 500% higher. Schafer again increased his schedule, this time to 20 spots per week, and the sales continue to rise. Schafer is still moving upward. No other station or medium was used except point-of-sale support. "All my retail outlets are within the coverage of this one station," Schafer says. "It would take many newspapers to cover this area."

WBTW-TV, Florence, S. C.

Announcements

CARS AND TRUCKS

SPONSOR: Aero Chevrolet

AGENCY: Raider Advertising
Washington, D. C.

Capsule case history: Aero Chevrolet of Alexandria, Virginia, signed up for a 13-week campaign on WMAL-TV, Washington, to advertise their cars and trucks. That was three years ago, and after that first 13-week schedule, the resulting sales were so convincing that Aero Chevrolet continued their campaign. It is still running on WMAL-TV, still delivering customers for Aero's Chevrolet and Cadillac cars and trucks. Gilbert Ilch, Aero's president, says these WMAL-TV spots are the only advertising that has brought them direct traceable results and is still doing well. Two one-minute spots are placed on Bill Malone's sports results show, which is telecast on Sundays 11:10-11:20 p.m. as part of the 11:00 p.m. half-hour newscast, *Eleven O'Clock Final*. Aero Chevrolet credits Bill Malone's believability as the key to their success: their customers ask to see the car they saw on the sports show, and they buy the car exactly as advertised. No other advertising has sold as effectively for the company.

WMAL-TV, Washington, D. C.

Announcements

TV RESULTS

COOKING WARE

SPONSOR: Saladmaster

AGENCY: Direct

Capsule case history: There never has been a happier king of talent and product than Saladmaster's sponsorship of *Big Time Wrestling* on WMTW-TV, 7-7:30 p.m. on Saturdays, according to its New England divisional manager, Louis Nahatis. Until two years ago when Saladmaster bought the "mat monsters" program, the manufacturer had done most of its advertising via spot pitches. But the combination of spot and sponsorship have proved to be the most effective advertising. Nahatis said: "We close on an average of eight out of ten leads provided by the show." This is most unusual, since Saladmaster is not selling a one or two dollar item, but a \$29.95 set of stainless steel cooking utensils. "We never could have been able to grow as we have," he added, "had it not been for the coverage that WMTW-TV has given us. In this section of New England Saladmaster is a by-word. We're almost as popular as Coca-Cola, and a lot more effective. Only television could sell with this great impact."

WMTW-TV, Poland Spring, Me.

Program

LOUR

SPONSOR: Southern Biscuit

AGENCY: Smith Agency, Inc.

Capsule case history: Southern Biscuit is on the rise in Florence, S. C., since the flour company decided to purchase a 13-week spot schedule on a local television station. When the Mooresville Flour Mills first entered that market, they replaced two class A minutes and four 10-second ID's per week on WBTW-TV, Florence. Since this was completely new territory for the company, they were relying completely on warehouse distribution in the area to sell their product. Within only six weeks after the schedule began, Southern Biscuit Flour became the number one flour in the area. At the start of the series, that warehouse had seven different flours including all the nationally advertised brands. Warehouse salesmen admitted that on the strength of WBTW-TV advertising alone they were able to place good initial orders with the retail trade and receive substantial repeat business. As a result, Mooresville Flour Company bought an increased schedule for 52 weeks.

WBTW-TV, Florence, S. C.

Announcements

DRUGS

SPONSOR: Bexel Vitamins, div. of McKesson & Robbins

AGENCY: Nelson-Chesman

Capsule case history: *Dateline Chattanooga* scheduled daily on WTVC, is a news, weather and sports program that dramatizes its reports in unique ways. For example, when giving temperatures of the different sections of the country, it flashes a picture of that area. Bexel Vitamins, division of McKesson & Robbins, felt this type presentation good program-product integration, and bought a 13-week fall campaign using a weekly schedule of one 10-minute news segment, one five-minute sports, and two five-minute weather slots. Sales for Bexel appreciably jumped in the area, over the previous year, as a result of the advertising. Bob Westenhiser, McKesson & Robbins sales manager responsible for the placement, reported: "*Dateline Chattanooga* has done wonders for Bexel Vitamins in this area and we're grateful to be on." Westenhiser has instructed Nelson-Chesman, the local agency, to purchase a similar schedule on WTVC for a Spring 1961 campaign, based on the successful fall results.

WTVC, Chattanooga

Program

FURNITURE STORE

SPONSOR: Furniture Land

AGENCY: Sam B. Weiss

Capsule case history: Ten I.D.'s on KFMB-TV's daytime tv program *Sunup* and two 60-second spots in the evening news show, *This Day 1960*, stimulated sales for the Furniture Land store to a daily \$4,000 gross. Scheduled for one week, the spots promoted the San Diego store's upholstery department and produced a volume of business the store had never had before. Other advertising was also used, but since the campaign was geared to appointments by phone, it was able to check, from initial inquiry through sale, which advertising paid off. The Sam B. Weiss Agency and P. G. Nelson, F-L's owner, reported that the phone calls were immediate, positive and so heavy that the outlet still received calls throughout the week after the campaign and could follow up on only 50% of the potential customers at that time. The ratio of new business realized was two to one over other advertising. As a result, a long schedule was placed with KFMB-TV, using basically the same schedule in *Sunup* and *This Day 1960*.

KFMB-TV, San Diego

Announcements

TV RESULTS

HAIR PRODUCTS

SPONSOR: Luwane Products Co.

AGENCY: Direct

Capsule case history: After using nine spots per week on XETV in San Diego for three weeks, Luwane Products realized a movement of 720 dozen Magic Turbans, an attractive hat type hair net for women. Sale was a record for Luwane, and a previous schedule over an extended period in another, much larger market with a considerably higher budget produced a fraction of this volume. Tests of its XETV advertising indicated penetration of specific commercials within four days and a wide range of types and compositions of audiences were reached with the nine spots per week. Consequently what had originally begun as a 10-week contract was extended to four months, and Luwane is now preparing resumption of schedule. "The retail outlet acceptance of XETV, as well as the wholesale level, is excellent," reported Wayne Sayer, Luwane's vice president. "All the market facilities in San Diego place great confidence in XETV as an advertising medium for a tremendous range of products."

XETV, San Diego

Announcements

HOMES

SPONSOR: Huski-Bilt Homes

AGENCY: Direct

Capsule case history: Huski-Bilt Homes is a newly formed company in the Charlotte area specializing in the erection of shell-type homes, built to sell for from \$2400 to \$4000. This is a highly competitive field in Charlotte, with about 15 companies in this category. Cecil Huskey, Huski-Bilt's president, needed direct leads in a hurry for his newly-organized outfit. With the exception of a few classified ads, he put his entire ad budget on WSOC-TV. His schedule consists of only one spot a week on WSOC-TV's *Late Weather* segment of the *Eleventh Hour Report* each Thursday. The campaign started on March 9, 1961. The very first spot resulted in immediate phone calls and 12 written inquiries. To date there have been over 40 inquiries, and two sales have been directly traceable to WSOC-TV. In addition, there are a good number of prospects that may buy. "A fantastic response from a tv campaign costing only \$65 per week," is the conclusion of owner Cecil Huskey.

WSOC-TV, Charlotte, N. C.

Announcements

HOMES

SPONSOR: Senkel Brothers Building Corp.

AGENCY: D

Capsule case history: The president of Senkel Brothers Building Corporation had a project of brand new homes ready for sale. His problem: what was the best way to contact a generous number of house-hunting families quickly and at low cost. He found the answer was a campaign of announcements on television, on WREX-TV, Rockford, Illinois. The 15 spots purchased ran for a five day period, Wednesday through Sunday, from 9 a.m. to 5 p.m., and 11 p.m. sign-off—all Class C time. The total cost of the flight was \$590. Taking stock at the end of the campaign, Senkel Brothers happily found that 30 homes, worth \$135,000, had been sold to WREX-TV viewers. Thoroughly satisfied with the impact and success of their brief television campaign, Senkel Brothers decided to invest more heavily in WREX-TV, and as a direct result sold every home in their project. Senkel Brothers is sold on WREX-TV; their tv spot campaign was the low-cost way they needed to reach buyers.

WREX-TV, Rockford, Illinois

Announcements

MATTRESSES

SPONSOR: Brin's Furniture store

AGENCY: D

Capsule case history: Two advertising campaigns were run in Iowa at the same time, with drastically different results. Brin's Furniture, in Webster City, purchased a package of 60 run-of-schedule announcements on WOI-TV, Des Moines. These spot announcements were equally distributed over a three-week period, and among the many items advertised during the campaign were Englander mattresses with matching box springs. During this same three-week period a leading furniture store in the state's largest city advertised the same Englander mattress sets at the same price with a double spread in Iowa's largest newspaper. Brin's took orders for 247 Englander mattress and spring sets as a result of their WOI-TV campaign; the other furniture store sold only 24 sets. Brin's store manager said of their television campaign, "I am sold on WOI-TV as a sales medium and will continue to use it." Brin's has since renewed schedules on WOI-TV several times for special promotions.

WOI-TV, Des Moines

Announcements

TV RESULTS

MEAT PACKERS

SPONSOR: Weimer Packing Co.

AGENCY: Direct

Capsule case history: The Weimer Packing Co., largest meat packer in West Virginia, recently realized an additional bonus from its regular advertising on WTRF-TV, Wheeling, when it found dealers in a new market area pre-sold on the Weimer name and products. George Weimer and his salesman contacted 42 pre-selected grocers as potential dealers, and the reception was one of instant identification with both company and products. The comments in general consisted of "Oh, yes, we see your advertising on WTRF-TV all the time. Know your product is top quality and would be happy to be a Weimer dealer." The momentum of Weimer's advertising on the station over a period of time was clearly evident. On the very first call, in a period of only three days, 38 out of 42 grocers signed up to become dealers. This kind of pre-selling showed George Weimer that his schedules sold the trade as well as consumers with impact, and again increased his advertising budget with the station.

WTRF-TV, Wheeling, W. Va.

Announcements & Program

MORTGAGE LOANS

SPONSOR: First Fidelity Mortgage Co.

AGENCY: Direct

Capsule case history: The First Fidelity Mortgage Company advertised its mortgage loans on KNOE-TV, Monroe, La. The company sponsored *Award Theatre*, a 30-minute syndicated program, on alternate weeks on a major-minor basis. They purchased this anthology for 13 major and 13 minor weeks for a 26-week period, at a cost of \$600 per month, totaling \$3,600 for the entire campaign. The station schedules this program Tuesdays, 8:00 to 8:30 p.m. In 1960 the firm put out eight million dollars in mortgage loans. As a result of its new business campaign, they had a 40% increase in mortgage loans, totaling 11 million dollars up to now, and they expect to go over the 12 million dollar mark by the end of the year. At renewal time, the firm advised the station that because of the tremendous increase this campaign gave them, they found themselves with more mortgage loan business than could be handled. They now have taken a hiatus, picking up the show again in January.

KNOE-TV, Monroe, La.

Program

MOTION PICTURE

SPONSOR: National Theaters Amusement Corp.

AGENCY: Direct

Capsule case history: The Wisconsin Theatre in Milwaukee took a slightly unconventional means to attract audiences to the showing of a picture *Journey to the Center of the Earth*. The theater went the mail-order route, and purchased a campaign on WXIX-TV Milwaukee to stimulate mail requests for tickets. The movie operation purchased a 30-day spot campaign, and results far exceeded expectations. The theater received over 2,000 written requests for tickets, and many phone calls expressing an interest in the motion picture. Al Frank, general manager, Wisconsin-Fox Division of National Theaters Amusement Corp., noted that the campaign made the picture one of his most successful attractions in several years. "We always knew that television was an important advertising medium, and that WXIX-TV had a good audience, but the results, frankly, were beyond our greatest expectations." Al Frank went on to say that television would play an important role in future campaigns.

WXIX-TV, Milwaukee

Announcements

MUSIC STORE

SPONSOR: Gianetta Music Store

AGENCY: Direct

Capsule case history: The Gianetta Music Store, one of the leading music stores in the Scranton, Penn., area, recently embarked on a television spot campaign to boost sales of their Lowrey organ, a highly expensive musical instrument. The music store sold three of these organs, each one costing in excess of \$1,000, as a direct result of their television announcements. No other advertising was used to promote these organs, only the campaign of three 60-second spots on WDAU-TV, Scranton. These three spots were placed on WDAU-TV's 1 p.m. children's show, *Uncle Ted's Children's Party*, one spot per week for the brief three-week flight. An added plus for the music store, the television campaign enticed twelve new students to sign up for instruction in Gianetta's music classes. Gianetta, having racked up phenomenal results on a small budget, is now a firm believer in television advertising and has extended the original spot campaign for an additional seven-week flight.

WDAU-TV, Scranton, Penn.

Announcements

TV RESULTS

NOVELTIES

SPONSOR: Wonder Mouse, Inc.

AGENCY: Direct

Capsule case history: One of the most outstanding sales records for a novelty product resulted from a campaign by Wonder Mouse, Inc. on WLOF-TV, in Orlando, Florida. Over 6,000 orders, all paid sales, were realized from only 20 announcements on the station. Wonder Mouse is a rubber mouse toy which sells for 25 cents. The toy company's television technique for selling it is simple: one 60-second spot a day was scheduled in WLOF-TV's *Popeye Playhouse*, which runs Monday through Friday from 5 to 5:30 p.m. For four straight weeks the program racked up sales for the item and at the end of this period 6,023 rubber mice had been sold. Another factor impressive to the manufacturer was the coverage. Returns came from a wide area that Wonder Mouse felt only tv could deliver, and the firm is now sold on the medium. Wonder Mouse, Inc. is now planning on using television in other areas to sell the toy with a similar one-spot-a-day schedule in top children's programs.

WLOF-TV, Orlando

Announcements

SUPERMARKETS

SPONSOR: Giant Eagle Markets

AGENCY: Direct

Capsule case history: A new concept of increasing advertising impact for supermarket campaigns has met with great success by the Giant Eagle Markets over WIIC-TV, Pittsburgh. The *Double Image* concept consists of the sponsorship of a syndicated program Thursday night, shopping news night, followed by the sponsorship of local news in the *Dave Garroway Show* Friday morning. This concept of the *Double Image* program has been called a "many splended thing" by Charles Krupensky, ad manager for Giant Eagle. According to Phil Marella, local sales manager for WIIC. Krupensky was impressed by two specific results of the *Double Image* story, "First, it has been easier to sell co-op minutes because of additional time which spreads the cost thinner, plus giving us three more spots in the *Walter Winchell File*. Thus we realize the prestige that accrues from participating in a network program." All in all it added up to a renewal for 26 more weeks on WIIC-TV.

WIIC-TV, Pittsburgh, Pa.

Announcements

SPECIALTY ITEMS

SPONSOR: Gordon Service

AGENCY:

Capsule case history: With a limited budget to work for the Gordon Service of Detroit had to be selective in choice of advertising. Quick returns were important to this advertiser of specialty items. Jacques E. Goulde, manager for the firm, bought a short schedule on WWLP, Springfield, Mass., for *The Kitty Broman Show*, to sell its hooked rugs in Springfield, Mass., area. On the strength of one announcement alone, more than 200 orders were received, 90% of which contained payment in full with the order. Goulde told WWLP: "We found the volume of business that WWLP brought us exceptional, considering that ours is a specialty item and not of general appeal." As a result, a new schedule was placed on WWLP, again attracting a substantial number of orders for the hooked rugs in spite of a small advertising budget. The firm now plans to expand its budget for television next year, with *The Kitty Broman Show* slated to get its advertising in this part of New England.

WWLP, Springfield, Mass.

Announcements

SUPERMARKETS

SPONSOR: Food Town

AGENCY: Wendt Advertising

Capsule case history: Food Town Super Markets had a sale on Pepsi-Cola, and the sale went over well using WWLP-TV, Toledo. Two weeks later, Food Town ran the same sale at the same price, and their sales went up 90% over the first sale. Food Town sponsored a basketball game telecast from Toledo University field house over the station, on which Food Town announced this second sale. Then Food Town sponsored a second basketball game on WTOL-TV, this one played at Bowling Green, and sales went up another 36%. Kuehnle, radio/tv director of Wendt added, "Our promotion chip sale was even more surprising. We had a 678.8% increase over a previous sale at the same price. Sales on gallons of ice cream were fabulous. I have no idea how many stores were able to keep frozen the many thousands of gallons sold. Many new shoppers told dealers they were shopping with Food Town in appreciation of their sponsoring the games, and WTOL-TV drew almost 10,000 fans to the game."

WTOL-TV, Toledo, Ohio

Pr

TV RESULTS

SUPERMARKET CHAIN

SPONSOR: GEM Stores

AGENCY: Direct

Capsule case history: When GEM Stores in the new state of Hawaii booked Huckleberry Hound, Yogi Bear and Quick Draw McGraw for personal appearances to build store traffic and plug the stores' third anniversary promotion, an on-air schedule on KHVII-TV, Honolulu, was used to implement the program. Starting almost two months before the event, a strong tv spot campaign was initiated to recruit members for the H. Hound fan club and plugging Huckleberry for President buttons. When Huck and his pals arrived at Honolulu International, about 10,000 of their loyal Hawaiian fans turned out to greet them—the largest crowd in the airport's history. At GEM, fans and customers, numbering 2,500, were on hand to welcome their heroes. Glenn Kya, general manager of GEM, reported that store sales were way up during their Honolulu junket. Results were especially record-breaking on their visits to other islands which are reached by KMVI-TV, Maui, and KHJK, Hilo. KHVII-TV, Honolulu

Announcements

TRACTORS

SPONSOR: International Harvester

AGENCY: Art Knorr Syracuse

Capsule case history: International Harvester, planning a campaign to introduce its \$650 Cub-Cadet Lawn and Garden tractor, decided to use television alone to do the job for the area, and contacted WKTV, Utica. The company purchased a 12:45 p.m. five-minute weather report on Saturday, plus a one-minute 6:45 p.m. weather announcement on Tuesday. The broadcast on WKTV, at an approximate cost of \$200 per week. By the end of the second week, the six dealers in the area reported sales were soaring. One of the dealers sold seven tractors on one Saturday alone. Three weeks after the initial broadcast WKTV had to relinquish the two tractors International Harvester had sent for use as commercial props, as the dealers had sold all the Cub-Cadet tractors they had on hand, and the props too. The campaign was originally scheduled for seven weeks. The agency is now planning to extend the campaign due to the sales it triggered. WKTV sold viewers on the tractor; sold International Harvester on use of television. WKTV, Utica, N. Y.

Program

TOYS

SPONSOR: M. W. Kasch Company

AGENCY: Advertising, Inc.

Capsule case history: Captain Caboose of WBAY-TV, Green Bay and the *Popeye Cartoon Theatre* program, is a favorite of the kids, of the M. W. Kasch Company, famous for Skipstick and many other toys. This company is running 950 60-second spot announcements during 1961 on WBAY-TV. Most of these announcements are placed on the children's shows, which the station schedules from 4:30 to 5:55 p.m., Monday through Friday, and some are during the nighttime hours, and on the women's program. The sponsor uses a full year-round schedule of spots, and is exclusively on WBAY-TV in this market. Robert Block, of Advertising, Inc., reports that more merchandise per dollar of television advertising cost is sold in Green Bay by M. W. Kasch than in any other market. He says, "The tremendous results that we gained in Green Bay are way out of proportion with the economic expenditure on WBAY-TV." It now plans to increase its budget on the station.

WBAY-TV, Green Bay, Wis.

Announcements

YO-YO'S

SPONSOR: Chapman Harkey Co.

AGENCY: Kincaid Advertising

Capsule case history: The Chapman Harkey Company, distributors of Duncan Yo-Yo's in the Winston-Salem area, recently completed a highly successful promotion involving live and filmed television commercials. The company purchased a schedule of five one-minute announcements per week on WSJS-TV's *Bob Gordon Show* (Monday through Friday, 5:05-6 p.m.) for a period of six weeks. The commercials consisted of a live introduction by Gordon, followed by a film and closing with plugs for local dealers. During the first two weeks of the schedule, \$10,000 worth of yo-yo's were sold in the area, emptying the stock of every dealer in town. On a one-minute single announcement, offering 100 yo-yo's to the first 100 who wrote in, there were responses from more than 400 listeners. Wilton Damon, general sales manager of Chapman Harkey, says, "it was the most successful toy promotion ever staged in the Carolinas. I would have never thought that you could sell yo-yo's that fast."

WSJS-TV, Winston-Salem

Participations

SPONSOR WEEK WRAP-UP

Advertisers

Ideal Toy embarks on its first all-year tv toy campaign in January with co-sponsorship of Roy Rogers and the "Mighty Mouse Playhouse" on CBS TV Saturday mornings.

Advertising director Mel Helitzer explained the strategy switch, unusual in an industry which traditionally advertises on a strictly seasonal basis. He said Ideal's diversified range of products justifies the annual promotion.

At least one additional network program is currently under consideration, according to Helitzer. Local

B&B SURVEY

(Continued from page 10, col. 3)

assumption that the world situation will continue much as it has been for the present and probably the next generation.

"The message of these charts,"

concludes B&B, "is an encouraging and reassuring one: that our national economy is gradually maturing, that the varying economic fears voiced in short-term analyses of the past prove to be less serious in retrospect than at the time of forecast"

IT'S OFFICIAL—Inking the contract appointing John Blair the new rep for WBT, Charlotte, is Charles H. Crutchfield, executive v.p. of the Jefferson Standard Broadcasting Co. On-lookers are Arthur H. McCoy (l), Blair v.p., Paul B. Marion, stn. managing dir.



ALUMNI of Du Mont tv network gather in New York for sixth annual reunion. Here (l to r) are James O'Grady, exec. v.p., Adam Young Robert Coe, ABC v.p.; Edward Kletter, Parkson pres.; Robert Dreyer Metromedia v.p., secretary, gen. counsel; Rodney Chipp, Rodney Chipp & Assoc.; Art Elliot, Harrington, Righter & Parsons sales mgr

SING ALONG with Art Brown (at the piano) was the theme at the recent party thrown for Art by WWDC, Washington, D.C. at the Presidential Arms. Over 500 people were on hand to help celebrate and over \$700 was contributed for the elderly people at the D.C. Village



TWISTERS ALL—WNAC-TV's Louise Morgan (second from r) ga Boston viewers a special treat on her show. She went one step further than other show hosts who've had twist demonstrations—she got right in there herself. Here she gets help from some Arthur Murray exper

Agencies

and national spot will continue to augment the network concentrations.

Ralston Purina is going into 185 tv markets starting 5 February to promote its "Lucky Paw" sweepstakes.

The pitch to consumers in the canine category: each entry must carry the imprint of a paw and be accompanied by a Purina weight circle or a hand-drawn copy. The first prize, via a drawing, is \$10,000. There'll be 10 second prizes of \$1,000 each, and 300 third prizes of \$100 each.

Purina's agency is Gardner, St. Louis.

New medium: Telad Corp. has set up a network of hotels in New York for "hotelcasting." The company supplies tailored-made programs to individual hotels, for showing on unused channels over room sets. Programs offer information and features for the visitor to New York. The system has been in operation for over a month at the Statler Hilton.

PEOPLE ON THE MOVE: Charles T. Adams to director of marketing, John D. Callahan to director of market research and Leonard L. Johnson to director of advertising at Theo. Hamm Brewing Co., St. Paul.

Top management appointments at Fuller & Smith & Ross marked the close of the annual board of directors meeting.

William E. Holden, senior vice president and manager of the New York office, was named to the agency's executive committee. Dave Echols, vice president and manager in Chicago, and Kirk Tuttle who holds the same post in Cleveland, were named senior vice presidents.

Two account executives were elevated to vice presidents: Carl Schneck, Chicago, and Howard W.

RENEWING its newscast sponsorship for 12th consecutive year on KRMG, Tulsa, is National Bank of Tulsa. Kenneth Domnick, ad. v.p., signs with pen of news dir. Glenn Condon as Paul Locke agency v.p. Tom Tripp looks on



CALF-OF-YOUR-CHOICE contest on WBBM was copied by Christine Van Quakebeke, 14. Here Bill Mason, station radio farm editor, awards the prize at the International Stock Exposition. The contest was run by U.S. Royal footwear which sponsors Mason's daily farm show on the Chicago outlet



WORDS OF HOPE for the captive nations of Eastern Europe are recorded by Elmer O. Wayne, general manager of KGO, San Francisco, for Radio Free Europe broadcast



MERCHANDISING award in the annual Schlitz competition went to WEEL, Boston, which sent 10,000 small compasses to boat owners in New England inscribed "All Weather Shipmates—Schlitz and WEEL." Thomas Y. Gorman, gen. mgr. and CBS v.p. (I), accepts the award from Charles Sands, district manager of the Schlitz Distributing Company of Boston at station party

Brinkerhoff, Cleveland.

J. Nelson Prewitt Co. of Rochester, makers of Matey bubble bath for children, has moved its \$3 million in billings to Arthur Meyerhoff, Chicago.

The account, which spends about two-thirds in broadcast, had been at Hanford & Greenfield, Rochester, which will retain some portion of the business.

Meyerhoff is currently planning spot schedules for Matey, an item which is heavy in network tv kids shows.

Agency appointments: Westinghouse Electric's portable appliance division to Grey, which has the tv-radio division, from McCann Erickson. Major appliances will stay at M-E . . . Shoppers Markets, Los Angeles, to Enyart & Rose . . . Hazel Bishop (\$2 million) to C. J. LaRoche . . . Chicagoland Dodge Dealers Assn. (about \$200,000) to Grant from BBDO . . . Society of American Florists to Ketchum, MacLeod & Grove for public relations on its National Product Promotion Program.

Merger: A new advertising and public relations firm dots the Tulsa scene as a result of the merger of Ferguson-Miller Associates and Edward Spilman, Inc.

International Entente: Robert Otto & Company is merging with the London Press Exchange Ltd., wholly British owned international advertising agency. The new name will be Robert Otto-Intam, Inc. Billings of the joint agencies will exceed \$50 million, it's estimated. Some Robert

Otto clients are Miles Laboratories International, Campbell Soup, and The Boeing Co. Intam handles, among others, Beecham Company, Ford Motor Co. Ltd., The Wrigley Co., Ltd., Quaker Oats, Ltd.

New v.p.'s Paul E. Nelson and Dixon L. Harper at Aubrey, Finlay, Marley & Hodgson . . . Graham Rohrer at Needham, Louis and Brorby . . . Paul Synor and William Grisham at Leo Burnett, Chicago.

PEOPLE ON THE MOVE:

Bernard L. Friedberg to Universal Advertising as account executive . . . James L. Halpin to account executive at Barlow/Johnson, Syracuse . . . Russell A. Gilbertz to assistant director of advertising and Russell D. Rynerson to media director at W. E. Long Advertising, Chicago . . . Arthur Wyman Sawyer to v.p. and account supervisor at Garfield, Hoffman & Conner . . . Arthur A. Silver to copy supervisor in the tv commercial department at Leo Burnett, Chicago . . . Paul E. Kelly to account executive at Erwin Wasey, Ruthrauff & Ryan, Chicago.

Associations

The Advertising Council went way over its estimate of \$181.9 million in free advertising contributions for 1961.

Lee H. Bristol, chairman of the Board, announced that agencies and advertisers had donated a peacetime high of \$226.7 million worth of advertising to a host of well-known causes, ranging from the Red Cross to Smokey the Bear.

The Advertising Council will mark its 20th anniversary at a dinner attended by some 1,500 executives on 17 January at New York's Waldorf Astoria.

Keynoter of the dinner will be Henry Ford II, Ford Motor Company chairman, who is the recipient of the Council's 1961 Annual Award for Public Service.

Neil McElroy, Procter & Gamble chairman and last year's winner, will make the presentation and Lee H. Bristol, chairman of the Council and of Bristol-Myers, will preside at the dinner.

Happy Anniversary: Organized in December 1937, The Southern California Broadcasters Assn. has begun its silver anniversary year.

PEOPLE ON THE MOVE: Ronald A. Murphy has resigned as president and general counsel of the Washington State Assn. of Broadcasters. His unexpired term will be filled by W. W. Warren, chairman of the Board. James A. Murphy has been appointed executive vice-president and general counsel of the association.

Tv Stations

Discount houses are making their mark on television, according to TvB.

Sales volume for 1961 is estimated at \$4.1 million, making them the fastest growing segment of the retail field and the most aggressive local users of tv.

More items to sell, less personal salesmanship, rapid turnover and other factors have made it necessary for mass merchandisers to look to tv to reach customers, TvB notes.

Several stations have signed for Community Club Awards promotions in the past few weeks, including WCCA-TV, Columbia, S. C.

The CCA, a seven-year-old outfit which sets up merchandising campaigns for station advertisers, had previously concentrated in radio markets.

Other stations are: KBAK-TV Bakersfield, WHTN-TV, Huntington W. Va., WUSN-TV, Charleston, S. C. and WLKY-TV, Louisville.

Q.

How can I be sure my spots will get to the stations ON TIME?

A.

Let BONDED do it. Their Single Service System can take care of all your post-production headaches.

**BONDED
TV FILM
SERVICE**

NEW YORK
CHICAGO
LOS ANGELES
TORONTO



A Division of
NOVO INDUSTRIAL CORP.

Welcome Back: The latest step in Shell Oil's slow but sure return to the tv fold is the purchase of a class A spot schedule on KTLA, Los Angeles. Shell had sponsored a newscast on the west coast station several years ago.

The numbers game: The ratings race routine paid off nicely for Helen Gordon of Liller, Neal, Battle and Lindsey in Atlanta. She won an RCA Victor tv set in a contest run by WSB-TV. Object: to predict the number of homes that would view 11 new NBC programs during the ARB rating period in October.

Radio Stations

Ideas at Work: Stations in the east Texas area have begun the inevitable search for "Miss and Mr. Twister." Climax will come in late January with a star-studded "Twist-a-Thon" . . . **WTIC**, Hartford, in answer to public requests, has produced a 12-inch recording of Robert Maxwell's symphonic suite, "The Broadcaster," which was commissioned and first performed at the station's dedication ceremonies last month . . . To promote its schedule of new programs for 1962, **KCBS**, San Francisco, gave away 700 fortune cookies bearing the message: "San Francisco's Good Fortune for the New Year!, etc." naming some of the new features.

Congratulations: Robert Hyland, KMOX, St. Louis general manager and CBS Radio v.p., has been elected to the Board of Directors of the Chamber of Commerce of metropolitan St. Louis. This is only the second time in the Chamber's history that a broadcaster has been so honored.

This 'n' data: **WSOC**, Charlotte, enlisted the support of Services Agency, operated by the Carolina School of Broadcasting, to compile qualitative audience study for advertisers. It is, according to general manager Henry Sullivan, one of the only efforts of its kind in the Charlotte radio market.

Special note: **KSLY**, San Luis Obispo and its rep firm, Sandeberg/Gates, entertained some 40 agency buyers and media executives for an entire weekend, including cocktails, dinner, dancing, golf and a visit to the Hearst Castle at San Simeon.

Kudos: **WEEI**, Boston, got the Massachusetts Dental Society certificate of recognition for its dental health education programs . . . Thirteen radio and tv stations in the San Diego area were awarded Certificates of Appreciation by Western States Advertising Agencies Assn. . . **WBBM** and **WGN** took home a major share of the awards from the first banquet in Chicago of the American College of Radio Arts, Crafts and Sciences . . . **Thomas J. Swafford**, WCAU, Philadelphia, general manager, was named chairman of the radio & television division of the Philadelphia fellowship commission's 1962 Membership enrollment . . . **WFAA** swept top honors in the quarterly Dallas Press club awards for outstanding news coverage . . . **WOW**, Omaha, and the tv outlet won an American Institute of Architects' award for its one-year-old building.

Fm

As part of the promotion for its FM stereo programming, **KPRI**, San Diego, has distributed over 10,000 booklets labeled "FM Stereo Facts for Hi-Fi Hounds."

The station, which went on the air in June, 1960, began test broadcasts with its stereo multiplexing gear early in November, between one and two o'clock in the morning. It got the FCC go-ahead for full-time broadcasts on 22 November.

Stereo starts: 17 December saw the inauguration of FM stereo multiplexing at two stations. **KPFM**, Portland, Ore., which opened with 24 hours of programming, will broadcast in stereo on a regular basis from noon to 3 p.m. and from 7 p.m. to midnight daily. **WPFM** claims the distinction of being Rhode Island's first station to broadcast in FM multiplex stereo,

and the third station to do so in New England.

Networks

NBC TV wound up the year with a record two-week period of daytime sales. Newcomers to the sponsor roster and expanded buys by traditional advertisers boosted the total for the period to \$8,171,455.

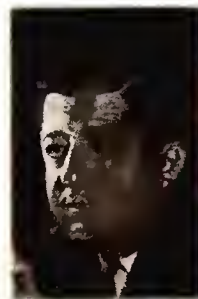
The sponsor list includes Colgate-Palmolive, Lestoil, Fels, Andrew Jergens, Helena Rubinstein, O'Cedar division of American-Marietta, Simoniz, Whitehall Laboratories, Procter & Gamble, Kenner Products, Speidel, Upjohn.

Sales: ABC Radio added four new 52-week advertisers to its file in the month of December, with the latest being Miller Brewing (Mathisson and Associates, Milwaukee). Miller will sponsor "Good News With Alex Dreier" which debuts today, 1 January.

Kudos: ABC TV and James C. Hag-

Holiday Best Wishes!

"Joe" Rahall
and all the "gang"!



- TAMPA-ST. PETERSBURG, FLA.**
WLCY—First in Hooper and Pulse
Sam Rahall, Manager
- ALLENTOWN, PENNA.**
WKAP—now 5000 watts
First in Hooper and Pulse
"Oggie" Davies, Manager
- BECKLEY, WEST VIRGINIA**
WWNR—First in Hooper and Pulse
Tony Gonzales, Manager
- NORRISTOWN, PENNA.**
WNAR—First in Hooper
John Banzhoff, Manager
- JACKSONVILLE, FLORIDA**
WQTY—"Our New Baby"
Sam Newey, Manager
- RAHALL RADIO GROUP**—Represented by
ADAM YOUNG

erty, v.p. in charge of news, special events and public affairs, were honored by the National Education Assn. and the Assn for Higher Education for scheduling the second season of "Meet the Professor." The weekly series, which introduces outstanding college teachers to the public, resumes 7 January.

Station Transactions

KUAL-TV, San Antonio, formerly **KCOR-TV**, changed ownership with control passing from Cortez Industries to Spanish International Broadcasting Corp.

Extensive program changes are underway, under the new management, with over 30 hours a week in network programming from Mexico City included in the schedules starting 21 January.

The purchase gives Spanish International two uhf stations in this country — it has recently been granted a construction permit for channel 34 in Los Angeles.

Sales: **KEEL**, Shreveport, La., was sold for \$800,000 to LIN Broadcasting Co., headed by Frederic M. Gregg, and John P. Ozier. The seller is Foster Associates, owned by Gordon and B. R. McLendon. Broker: Blackburn & Co. Gregg and Ozier, who now own **WMAK**, Nashville, have an

application before the FCC to transfer **WMAK** to purchase **WAKY**, Louisville, Ky., from McLendon for \$1,350,000 . . . **WSHE**, Raleigh, North Carolina, was sold by Louis Heyman of New York for \$180,000 to Ralph Baron and Edward Kerum. Baron, who owns 100% of **WILA**, Danville, Va., has made application to sell 50% to Kerum.

Representatives

Wade's Lou Nelson hammered hard on the personal public service theme and not at any industry peccadillos, in his latest talk before the SRA's Chicago chapter. His subject: how to improve advertising's image.

Nelson's suggestion: fulfill your obligations not only to the local but world community; rear your children on historical, traditional Americana; visit national shrines, etc.

TvAR's latest audience dimension report relates food and household spending to the amount of tv viewed by housewives.

The survey, conducted by Pulse during the spring, 1961, covers eight major markets and shows that during the day, 10.7% of light spenders viewed tv during the average quarter hour, vs. 19.3% of the heavy spenders. At night, 17.9% of light spenders viewed during the average

quarter hour, compared with 27.7% of the heavy spending group.

Rep appointments: **WILX-TV**, Lansing, to **Young-TV** for national sales . . . **WEMJ**, Laconia, N.H., to **Breen & Ward** for national sales and **Nona Kirby**, Boston, for New England . . . **WILA**, Danville, Va., to **Bernard Howard** for national representation . . . **KOIL**, Omaha, and **KISN**, Portland, Ore., to **H-R**.

Public Service

Westinghouse Broadcasting Co. and the four other members of **Intertel**, the non-profit organization founded more than a year ago as an international program exchange, have decided to produce a second cycle of tv documentaries for broadcast in 1963 and 1964.

A new feature: interviews with outstanding leaders of the respective countries. Members of **Intertel** are **WBC**, National Educational Television Network, Associated-Rediffusion, Ltd., Canadian Broadcasting Corp., and Australian Broadcasting Commission.

Public service in action: **WAST-TV**, Albany, has set up a special network of stations stretching across the state to carry its origination of the opening of the New York State Legislature on 3 January (1-2:30 p.m.). Its the first time tv cameras have been allowed into the State Capitol and the first time an Albany station has ever fed a program to the entire state . . . **WREX-TV**, Rockford, Ill., is conducting a concentrated campaign to promote the use of automobile safety belts. Spot announcements throughout the day and a special feature program produced by the University of California are included

Kudos: **WGN**, Chicago, got the Fou Chaplains Americanism award from the Independence Hall of Chicago Assn. for "consistent outstanding educational programs for responsible citizenship" . . . **WGBS**, Miami was awarded the South Florida service award of the National Cystic Fibrosis Research Foundation.

Best wishes for a **Happy**
and Prosperous

New Year 1962

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Joseph M. Strick
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H. W. Cassill
William B. Ryan
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Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

NORTHWEST ORIENT

(Continued from page 27)

sonal trips, Leighton points out. This group consists of older adults, college-educated, and with incomes of \$10,000 or more annually.

Since then, the study has been expanded as a continuing effort, to determine not only the primary market for airline travelers, but methods by which a new air traveling public can be developed.

NWA and Campbell-Mithun conduct other surveys on a regular basis, Leighton explains. Special reach and frequency studies, further audience composition studies, continuing studies of air travel and public attitudes, and constant probing into programming and station management, have greatly assisted NWA's media planners.

Market visits, too, have helped NWA formulate radio strategy. Agency and client media planners get out into the field, explains Leighton: "We spend many weeks of each year in the airline's various cities, visiting radio stations, airline personnel, and generally getting the feel of each market and its variations."

Both at the agency and client levels, those involved with NWA advertising are all deeply concerned with media. At NWA they are Robert J. Wright, v.p. and director of sales, and Russell Kruse, director of advertising. At Campbell-Mithun the entire account team is involved with media. These include: Win Case, v.p., account supervisor; Robert Nevin, v.p., account director; Ralph Campbell, account executive; Joe Hoffman, creative director; Harry Johnson, v.p., media director; Ray McWeeny, associate media director; Leighton; Wallace Hanson, space buyer; Charles Anderson, media research director, and John McCarty, marketing research supervisor.

NWA is continuing its normal pattern of using more than three stations in each market, utilizing traffic times and newscasts. Occasionally schedules are increased, depending upon seasonal needs. NWA has continued to buy only the best program franchises in its primary cities.

Traffic times which are normally filled with news and other information of interest to business and professional air travelers has been selected by NWA as the most logical time to reach this market.

COLLINS

(Continued from page 29)

and public interest at one and the same time. He may easily be the first NAB head who has ever staked out clearly this two-headed objective.

3. *Collins and the Administration.* Collins is certainly proud of his close contacts with the Administration. Two days before his interview with SPONSOR he had arranged for the NAB's Freedom of Information Committee to have lunch with President Kennedy. "When the publishers were here they were received by the Pres-

ident but weren't invited to eat with him," the Governor pointed out gleefully. "We spent an hour and a half at the White House."

Moreover, Collins' political views are definitely those of the New Frontier. "I believe that this is a time in world affairs in which all of us are called on for a greater effort," he said, in discussing the need for tv program improvement.

Significantly, he has little patience with those he labels as "ultra-conservatives," and in some off-the-record remarks, named certain individ-



NO!

"TRIPLE SPOTTING ON KVOO-TV"

Many agencies and advertisers have been concerned about over-commercialization as a result of the 42-second breaks this fall.

The management of **KVOO-TV** has reaffirmed its policy which has been in effect for the past five years: there will be no triple spotting . . . no over-commercialization . . . on Tulsa's Channel 2.

"Our policy on the above remains absolutely inflexible. **WE WON'T DO IT!**"

The result? You buy with confidence when you buy **KVOO-TV** in Tulsa.

KVOO-TV

Represented by



The Original Station Representative

uals within the broadcast industry who, he feels, fall into that class.

As to his own political ambitions, SPONSOR has it from reasonably good authority (but not the Governor himself) that he was tentatively offered a cabinet post in the Kennedy Administration and turned it down in favor of the NAB office.

Collins does say that many political leaders were surprised by his choice. He reports that both the President and the late Sam Rayburn asked him, "Roy, what is the NAB?" when he took the job.

"And this," says the Governor, "in spite of the fact that NAB representatives had been appearing before House and Senate groups for years. Don't you think that perhaps we're a little better known today?"

Despite his close political ties, however, SPONSOR found no reason to believe that Collins regards his NAB position as a stepping stone to future political office.

4. *Collins and the NAB.* In answer to a direct question, the Governor said, "My greatest disappointment within the past year has been to discover that there are strong and financially influential forces within the Association who don't want the NAB to be successful."

He refused to elaborate or become specific on this point but it was evident he was deeply hurt by some of the opposition he encountered.

SPONSOR asked, "When you look back on your first speech before the NAB Board of Directors at Palm Springs last winter, what—if anything—would you change?"

It is probably a significant indication of the Collins character and determination that his answer was "I'd change very little."

At Palm Springs, the Governor called for a three-point program: 1) improve the industry's relations with government, 2) improve its relations with the public, 3) improve broadcasting itself.

To implement such a program Collins proposed a greatly strengthened NAB which would assume a leadership position within the industry, and would "speak for broadcasting." He said he deplored the fact that the networks were generally considered as industry spokesmen.

SPONSOR reviewed with Collins just what had been accomplished in each of these areas during the past year.

In the field of government relations he feels "great progress" has been made. In public relations he is less certain. "It is a highly complex problem." In the improvement of broadcasting itself, he believes that substantial strides have been made in news, information, and public service programming. He is considerably less satisfied with progress in entertainment fare.

"I looked at a U. S. Steel Hour show last night," he said, "and it was terrible. Not that it was full of crime or violence or anything objectionable. It was just dull, boring, poorly done. I can't understand how such things happen."

The one area in which Collins appears surest of progress is in the steps taken to strengthen the NAB.

5. *The Collins Program.* "Vince is doing a great job," says the Governor, of Vincent T. Wasilewski who was elevated during 1961 to the newly created post of executive vice-president at NAB, "and Bob Swezey is making tremendous contributions to our new code work."

Collins believes that the tightening of codes and code administration was one of the most significant NAB accomplishments of 1961.

He is also very high on his proposal for an NAB Research Center and looks forward to a constructive report from the Research Committee headed by Don McGannon which will be presented to the NAB Board in late January.

When SPONSOR reminded him that his Research Center suggestion had been greeted with suspicion in many quarters, Collins said this, "Let me make it clear. I am not out to try to destroy the rating systems."

"I have talked with agencies and advertisers and they have convinced me they must have ratings. I have discussed rating systems with the networks and am satisfied that in general they use ratings to assess trends and draw broad conclusions about the conduct of their business.

"But I am very disturbed about the misuse of ratings on the local level—by stations, station representatives, and agencies. I don't believe that the methodology of the rating system is adequate for the local uses to which they are put."

"The purpose of the NAB Research Center will be to provide a place where broadcasters can check out re-

search and rating methods, and all sorts of other problems, under highly respect auspices."

Turning to the question of programming, SPONSOR asked the Governor about his proposal last year that the three networks each devote two hours of prime time a week to what he called "Blue Ribbon Programs."

Collins still believes firmly in the "Blue Ribbon" idea—even though his proposal evoked something less than enthusiastic acceptance by the networks. "I think it would be wonderful if the networks were competing to see which could put on the best "Blue Ribbon" programs," he says. "I don't see why they don't do it."

Here again SPONSOR got the distinct impression that the Governor was moving with intense good will into the programming area but with perhaps too little background of actual program operations. "Don't you feel that individual network pride would prevent them joining in such a group effort?" we asked Collins.

"Perhaps", he said. "But they ought to feel a group pride." The remark is, in many ways, wholly characteristic of the Governor's approach.

6. *Collins and 1962.* In discussing his plans for the coming year, Collins revealed that he hopes to do considerably more public speaking than he has been able to in 1961.

This year he is planning to speak as frequently as possible before educational, civic, and business organizations. On his calendar, for example, is a date to address the convention of the Automobile Dealer's Association.

He also told SPONSOR that he plans to get out more among industry groups, and hopes to attend at least five different state broadcaster association meetings in 1962.

7. *Collins, the man.* Throughout the entire SPONSOR interview which covered nearly three uninterrupted hours, Collins revealed himself as very much the kind of person his staunchest admirers believe him to be—a man of great dignity, charm, sincerity, idealism, and character.

"I always want to feel that I am succeeding in anything I do," he told SPONSOR, "and that is how I want to feel about this job."

Asked what would help him to get this feeling, he replied a little wistfully, "If only a few more people in the industry would let me know they appreciate what I am doing." ■

TIMEBUYERS

(Continued from page 32)

Angeles; Jim Tufty—Y&R, Los Angeles; and Tom Bloss—Botsford, Constantine & Gardner, Seattle.

The predominance of female timebuyers on the West Coast (one of the reasons for their preponderance in SPONSOR's survey) may be something of a phenomenon in U. S. timebuying. Unlike New York City where the number of women timebuyers seems to be diminishing or, at least, remaining unchanged, on the West Coast, particularly California, the distaff numbers are rising.

There were some reps in the survey who expressed the opinion that existing conditions in the majority of West Coast agencies (many of which are not headquarters) are not conducive to luring male buyers. The reason: men want the opportunities more in evidence at the large eastern agency headquarters.

Women, on the other hand, these reps also said, are content to remain at a salary level which, although sometimes not large enough to provide security to a household head, is nevertheless sufficient for a single woman. The fact that West Coast women timebuyers are satisfied with their respective incomes (and their jobs too, undoubtedly) is brought out by the relatively low rate of turnover in these agencies. Many of the top-rated girl buyers have come up to their present positions after a considerable number of years with the agency.

While the majority of the rep firms located on the West Coast showed no reluctance or hesitation to name the most knowledgeable (in their opinion) timebuyers, interestingly enough, the SPONSOR survey brought replies from two rep firms which did not choose to name names—for opposite reasons.

One rep shop said it was impossible to tag an individual (or individuals) since, in his estimation all buyers (with possibly one or two exceptions) in his area were classified as conscientious and intelligent.

The other note declined to name names because it was felt that there are far too few buyers eligible for classification as "knowledgeable."

To most reps, however, West Coast timebuyers are not lacking in this respect. Indeed, the buyers, say the sellers, are nothing if not pros. ■

Commercial commentary (Cont. from p. 11)

Next time you gaze gloomily into your empty coffee cup as some after-lunch or after-dinner orator drones on, see if you can spot which one of these five pitfalls he is tumbling into.

The Essay Error is especially common among speakers who take themselves and their views with extreme seriousness.

Essentially it is the mistake of thinking that a speech should resemble—in form, tone, and content—just a darn good college theme. It should look like the professor would give it an "A."

This is manifestly absurd, since a theme or essay is meant to be read, while a speech (on the surface anyhow), is meant to be heard. And everyone of us with even the slightest experience in radio and tv knows that good writing for the printed page is often bad writing for the human voice.

The self-expressive vacuum

By far, however, the most serious weakness of most industry speeches, is that they are one-dimensional.

They represent what a speaker wants to say, but without any thought of his listeners—the Self-Expression Error.

I find it shocking that so few of our speechifiers ever seem to ask themselves, "Who is my audience? What is my relation to them? How can I touch their thoughts and interests?"

If you doubt this, then I suggest you try to count how many times the next speaker you hear uses the word "you." How often does he directly relate himself and his ideas to his audience?

I think you'll be startled by the "non-youness" of most industry orators. They operate in a self-expressive vacuum.

The third pitfall—the Omnibus Error—is often a direct result. This is the mistake of believing that you can cover 15 waterfronts and throw in 22 kitchen sinks in a single speech.

The notion that a public platform appearance is an excuse for discussing a host of unrelated items is an insult to an audience.

And almost invariably it means that the speaker lacks both a sense of form and structure, and a sense of courtesy.

The Home-and-Mother Error is an outright oratorical absurdity. It springs from the goofy idea that making a speech gives you a license to use flowery language and arm-waving idealistic generalizations which you wouldn't dream of employing in ordinary talk.

The best possible advice for avoiding Home-and-Motherness is simply—listen pal, don't say it on a platform if you wouldn't say it to one man, face to face.

Finally, and I find it the most common of all, there is the Error of the Undefined Purpose.

What does the speaker hope to accomplish with his remarks? What specific action does he aim to promote among the members of his audience? What is his target, what is he aiming at?

Purposeless oratory is not merely a waste of everyone's time. It is evidence of extreme fuzzy-mindedness.

Yet I'll make you a pessimistic bet about 1962. I bet you won't be able to discern any clear purpose in 19 out of every 20 industry speeches you hear in the next 12 months.

I'll bet you that 30 minutes after hearing the average industry oration you won't have the vaguest idea of what the speaker wanted you to think, to feel, or to do.

Can't we possibly clean up this distressing situation? ■

SPONSOR SPEAKS

Suggestions to Governor Collins

In this issue (page 28) we are reporting a long and most enlightening conversation we had recently with Governor LeRoy Collins in Washington.

We have tried to set down, as objectively as possible, the Governor's answers and comments on a variety of industry questions, and to present an accurate picture of the man who is beginning his second year as president of NAB.

We hope that this, in itself, will provide a valuable service to the industry.

But inevitably, of course, SPONSOR has its own editorial opinions and convictions about such matters, and we want to take this opportunity to offer some friendly and constructive suggestions to Governor Collins.

First of all, Governor, we firmly believe that you are potentially the greatest leader our industry has ever had.

We highly respect your ability, your integrity, your ideals. We agree with your concept of broadcasting as a combination of private enterprise and public service.

But we do want to point this out—your own background and career has emphasized public service. And we strongly feel that at NAB you must make a special effort to learn and understand the problems, psychology, and drives of the private enterprise aspect of the industry.

We are wholly convinced that you want to do this. But we do believe that you must become far more familiar with the character, difficulties, and day-to-day work of the individual broadcaster than you have been able to do thus far.

Our second suggestion is this. We are happy to learn that you are planning to make more public appearances and speeches. You have a great gift as a speaker and you are, as no other NAB president has ever been, a nationally known and respected figure.

But we do hope that in your speaking engagements this year you will concentrate on telling the American people the really great story of broadcasting's accomplishments.

You have said that you are an "advocate," and we need strong advocates. Please let us see and hear you in action soon with an upbeat presentation of our industry's contributions to American life.

10-SECOND SPOTS

Best of '61

Baseball managers to team: "Aw right, you guys, here's the line-up for the 1961 season. Gus, you're off the shaving commercials, Ed will do 'em. Pete. Bob. and Cy will do cigarette commercials; Sal and Lefty, breakfast-food commercials; Carl and Whitey, sports cars; Tony, Jake, and Morrie, deodorants!" (Caption from Register and Tribune Syndicate cartoon.)

Just a Minow: A humorous moment during a Minow address occurred when he referred to a station that dropped *The Untouchables* and put in The Chicago Symphony Orchestra show. Said Minow: "*We can only speculate about the reaction of the television audience when they see what comes out of those violin cases.*"

Good evening, men: Washington correspondent Bill Shannon (N. Y. Post) quotes an Administration official this way: "(My) most uncanny experience is to attend committee meetings with Edward R. Murrow, the U. S. Information administrator. The chairman calls upon him and there he is, just like on television, chain-smoking and talking in that deep voice. I almost expect him to say, '*This is the news!*'"

Next case: When asked what crime was committed by sit-down pickets dragged away from the Soviet UN Embassy, where they were protesting Russia's nuclear bomb testing, Goodman Ace (whose wit long has sparked the broadcast media) is reported to have made this reply:

"They were arrested for disturbing the war."

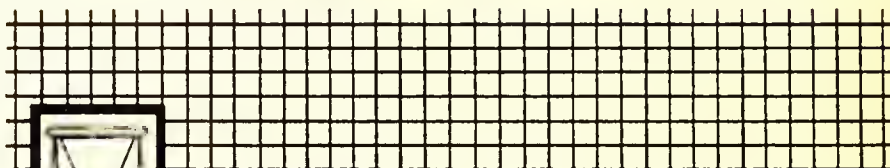
What's a marketing man? Paul Lee, national advertising manager, Volkswagen of America, titillated a gathering of the Marketing Executives Club of New York in mid-October with the following definition of a marketing man. "He's a no-nonsense guy who wants to know all of the facts about everything before coming to any conclusion. He's the kind of guy who, when you ask him how his wife, says, 'Compared to what?'"

Today is the time to begin to tackle a few of the challenges and the opportunities around us. Today is the time to speak only kind words about others. Today is the time to give something of ourselves, our time and our resources, where they are urgently needed. Today is the time to do at least one worthy thing which we have long postponed. Today is the time in which to express our noblest qualities of mind and heart. Today is the time to make a beginning. Never put off until tomorrow what can be done today.

**Martin Himmel, President
Dunnan & Jeffrey, Inc.
730 Fifth Avenue
New York, New York**



as of January 1



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